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# The REPORTER

*of Direct Mail Advertising*

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MAY 1948



**FLAMES**

for Direct Mail

See Page 6



## A TOUGH YEAR ON PAPER!

This year, we understand, there will be 53 per cent more trade, industrial, professional, agricultural, and educational shows and exhibitions than there were last year. The predicted attendance is to break all records.

Presumably, then, 1948 will be a tough year on paper, for it must be remembered that an invitation to "take one" can dispose of a vast volume of catalogs, booklets, brochures, broadsides, folders, novelties, and keepsakes . . . even to a single visitor!

Mead Papers of the Mead, Dill & Collins, and

Wheelwright lines are ideal for point-of-display media of every conceivable sort. If you are planning something extra-special as a hand-out in conjunction with your exhibit, therefore, you can do a lot worse than to keep in mind that there is a gradually increasing supply of "the best buy in paper today."

★★★ Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text and Cover Papers.



MORE THAN ONE HUNDRED YEARS OF PAPER MAKING

THE MEAD CORPORATION • "PAPER MAKERS TO AMERICA"

The Mead Sales Company, 230 Park Avenue, New York 17 • Sales Offices: Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • Dayton

Plan on  
using  
90,000  
"Mail"  
Salesmen



Be sure that your selling plans include direct mail contacts with your customers...old, new and prospective.

They're making plans themselves, and they want to hear about yours . . . maybe they've already heard about your competitor's.

Tell them about your products and your sales plans! Keep your bid for business in active circulation.

Regardless of what you sell, and the extent of your sales force... let the "MAIL" Salesman travel for you. There are 90,000 Postmen calling daily on the very people you want to reach. Use them!



*for every business use*  
**TENSION ENVELOPE CORP.**

New York 14, N. Y. • St. Louis 10, Mo. • Minneapolis 1, Minn. • Des Moines 14, Iowa  
Kansas City 8, Mo. • Sales Office: Chicago 10, Ill.

When Your Teeth Hurt

Consult Your Dentist



When Your

Art & Production Bills Hurt

Consult The

**Wexton co.**

425 W. 57 St., N. Y. 19

Plaza 7-7835

layout of

Direct Mail Pieces • House Organs  
Booklets Magazines • Annual Reports  
plus

Charts • Graphs • Pictorial Statistics

We fight high production costs.

## HOW TO GET THAT NEW MAILING EQUIPMENT —WITHOUT FINAL OUT-OF-POCKET COST!

If you have a sizable, responsive  
Mailing List of Mail Buyers, Inquirers,  
special PROSPECTS,

**Register Facts About  
Your Lists Exclusively with  
Mail Order List Head-  
quarters — TODAY!**

Income from ONE-TIME ADDRESS-  
ING to your names for non-competing  
MOSELY MASS MAIL CLIENTS  
likely will more than pay for, eventually,  
the modern dollar-saving Mailing  
Equipment which can cut YOUR  
Costs, up YOUR PROFITS!

Write Dept. R-5

**MOSELY  
Selective SERVICE  
LIST**

**MAIL ORDER LIST HEADQUARTERS**

38 Newbury St., Boston 16, Mass., U. S. A.  
Commonwealth 6-3380-3381

"MOSELY sends the CHECKS!"

# The REPORTER of Direct Mail Advertising

THE LARGEST FORM OF ADVERTISING

17 East 42nd Street  
New York 17, N. Y.  
Vanderbilt 6-0888

VOL. 11 No. 1

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**Henry Hoke, Jr.**  
Advertising Manager



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# SHORT NOTES

## DEPARTMENT

► **THE GENERAL ELECTRIC** Company is fighting inflation by Direct Mail. A 16 page 11½" x 15" booklet directed at their employees and neighbors in G-E plant communities. There are reproductions of articles written for the G-E News . . . giving explanations of what inflation is, and how to combat it. Calls for "character, honor, and common effort." All tied in with G-E's price reduction program of January, 1948.



► **"CAN YOU USE 103 Tested Sales-Prodging Ideas?"** In this way, the Grey Advertising Agency, Inc., 166 West 32nd Street, New York 1, N. Y., offers in April issue of Grey Matter, their monthly news bulletin, a booklet entitled "103 Tested Sales-Prodging Ideas." Included are ideas for salesmen, demonstrators, training sales people, displays, counter fixtures, contests . . . and many others. Each described in a single paragraph. Also included is a check list of 96 ways to spur sales. Easy to get, too. Just drop a line to Lawrence Valenstein and ask for one. Might be a good time to check up on yourself.



► **ACCORDING TO** the "Lighthouse Log," the Annual Report of the New York Association for the Blind, 111 East 59th Street, New York 22, N. Y., Direct Mail was responsible for the biggest item in the "Income" column for 1947. Of the eight categories, Direct Mail produced \$107,800 of the total \$355,600 income. The report itself is a 32 page, 8½" x 10" piece with a contribution slip folded over the front cover. Inside . . . plenty of photographs showing how the Association helps the blind. Clever text is in the first person, coming from the lips of six typical cases explaining how they became blind and what they are now doing. Tells a good story . . . does a good job!



► **JOHN D. GUARDIOLA**, Advertising Production Manager of Phillips Petroleum Company, Bartlesville, Oklahoma, sends us a couple of their new booklets. There were 1,600,000, 7½" x 10¼" self-mailers sent out, printed in rotogravure. Both are identical except for Page 5, where a description of their two different Philgas services are carried separately, depending on list used. Both fit in well.

► **THE McCORMICK - ARMSTRONG** Company, 1501 East Douglas, Wichita, Kansas, takes their agency apart in a well-prepared, 36 page booklet. In four colors . . . each member of the art staff of the organization is given two pages . . . with left-hand page devoted to his (or her) name, position, hobbies, and what that person does for the agency. Opposite a full page example of his work . . . a cartoon, photograph or painting. Front cover title "Some Interesting People" with cartoons of seven of the staff. Written in an informal, chatty style . . . reminder of college yearbook days. Art work, naturally, first-rate. Production . . . superlative.



► **ONE OF THE MOST OUTSTANDING**, eye-catching brochures we've had the pleasure of viewing in a long time is one produced by Barnes and Reinecke, Inc., 230 East Ohio, Chicago, Illinois. It's a four page, four-color, french-fold, letterpress job titled "Design Increases Sales." Page three has a full color spectacular display of bright plastic, metal, and wooden products that'll knock your eyes out. Printed by R. R. Donnelly & Sons. Wish we could reproduce it for you . . . but if you're interested, J. E. Borendame, Advertising Manager of Barnes and Reinecke, will be glad to send REPORTER readers a copy. A must for all idea files!



► **A HOUSE MAGAZINE** that is always read at THE REPORTER . . . "People and Places," 8½" x 11", 12 page pictorial published for the DeSoto-Plymouth Dealer. Here's a publication that appeals to every member of the family . . . with articles in the April issue on dope smugglers, trick photography, the Tulip Time Festival in Michigan, and some swell shots at a zoo. Only two pages devoted to DeSoto-Plymouth Dealers' services.



► **PRACTICAL HOME ECONOMICS**, published by Lakeside Publishing Co., Inc., 468 Fourth Avenue, New York 16, N. Y., is selling space by clever Direct Mail. A 3¾" x 8½" accordion-fold booklet explains how 20,000 Home Economics Teachers can be reached by advertisers. On front cover, in red, "What will (two actual pennies pasted here) do?" As the booklet is opened, fold by fold, the market is shown enlarging . . . from

(Continued on Page 30)

## ATTENTION

is what you **GET**  
with These **NEW PLASTIC**  
**"ATTENTION GETTERS"**

More than 30 Stock Items



Mail Box, Telephone, Rule, Square, Gavel, Arrow, Cane, Fire Plug, Birthday Cake, Trophy Cup, Scissors, Bowling Pin, Musical Note, Telescope, Cigar, Pipe, Lamp, Apple, Hot Water Bottle, Baseball Bat, Anchor and Pick.

Light in Weight

No Increase in Postage Cost

**Colorful 3-Dimensional RELIEF Gadgets**

Easily applied to letters, folders, brochures, etc., by simply brushing on a liquid solvent, such as any cleaning fluid.

**Really NEW Truly Sensational**

Available in any of the standard colors; also in silver and bronze color.

**20 to 30% More Reader INTEREST and RESPONSE**

"Attention Getters" catch the eye un-failingly. And they are **Inexpensive**

Due to our SPEEDMOLD process of making molds, we can also make anything to your design, including MINIATURES of manufactured products, at a very nominal cost.

Write for Sample and Prices

**HEWIG COMPANY**

45 West 45th St., New York 19, N. Y.



## *for direct mail*

By VICTOR R. KENDALL  
Vice President in charge of sales,  
DIAMOND MATCH COMPANY

Matches are assuming an increasingly important position in the field of Direct Mail advertising. The many package types and the fact that costs can be "tailored" to fit almost any budget have made book matches an attractive type of "gift" advertising for both the small business and the manufacturer of national distributed merchandise.

Sales records in our office show that caddies of book matches have been part of Direct Mail campaigns for almost every kind of business known—from diaper services which mail them direct to patients in maternity wards of hospitals, to undertakers who post them to officials of lodges and church groups.

Most sales of matches for Direct Mail campaigns, however, have been made to railroads and motor truck lines; steamship lines; resorts; radio stations; newspapers and trade publications and hotels. Mailed in a foil or asbestos lined container which has been approved by the postal authorities, matches have proved an ideal type of advertising where a "rifle shot" is needed. They are used whenever you know who your potential customer is and how to reach him. They have proved a potent force in reclaiming customers lost during the war when sales staffs were at a minimum.

A hotel mails their advertising matches to a steady traveler who has not stopped with them for some time; railroads, steamship lines and trucking companies send them regularly to traffic managers; automobile sales agencies use them as a reminder to

their customers' list to "bring your car back home for service"; advertising managers get them from radio stations and publications.

Book matches for Direct Mail campaigns can be packed in a number of ways. In addition to the regular caddie of 50 books, there is another of 25 and a "Ten-Pak" with shell and sleeve and special sleeve packages of 6 and 12 books. The most recent addition to this line is the "Cello-Pak" which is 6 or 12 books neatly wrapped in cellophane. In some cases the "Cello-Pak" includes a boat into which the books fit with their covers exposed and the remaining five sides used for another advertising. The type to be used depends upon the customer—how much money is in the budget and how broad the campaign is to be. A special department in our organization can quickly devise means for direct mailing anything from a single book up to hundreds.

This type of Direct Mail advertising fits well into the plans of national organizations, who wish to assist dealers in their programs. The manufacturer can do a better job of the art work going into the major part of the match book cover because the cost is spread over a large volume of production. Room is left for the imprint of the dealer, whose "personalized matches" get into the customer's hands, carrying the message of both manufacturer and the dealer.

There are many unusual types of matches used in these campaigns. Nationally-known resorts present beautiful views of their country-side;

*Reporter's Note:* We have been seeing more and more examples of the use of matches in Direct Mail. We decided to find out something about the scope of this medium . . . which is certainly a part of Direct Mail. Victor R. Kendall, vice president in charge of sales, Diamond Match Company, 318 South Michigan Avenue, Chicago 4, Illinois, has given us an interesting story. In addition to the information he reveals, you might like to have these facts:

The match industry of the United States produces approximately 570 billion lights of all types annually. Two out of five of these lights are book matches—about 228 billion matches. Nearly all of these book matches are used for advertising purposes and are handed out with tobacco purchases, used as good will gifts by hotels, railroads and other services or are utilized as direct mailing pieces.

Figured in books of twenty matches each, which is the general standard, Americans receive more than one million books of advertising matches free every hour around the clock every day throughout the year, totalling more than 11 billion books of matches each twelve months.

This American custom began fifty years ago when the Diamond Match Company started selling space on the covers, thus earning enough advertising revenue to cut match book prices to a point where retail outlets could afford to hand them out to customers.

baseball teams offer a schedule of their home games; banks and other financial institutions present their loan rates; oil companies can put in the hands of a customer charts on highway mileage from place to place. Recently, for the New York Central Railroad, we devised a sleeve for 6 books of matches which had the appearance of a freight car. There was a cut-out in the sleeve which allowed the top center book of matches to show through, seemingly being the freight car door. The whole was almost exact in appearance to the present design of New York Central's freight cars.

Inasmuch as matches are used in Direct Mail as *good* will builders, it would be best to exercise care in planning the mailing. Matches can go through the mails by parcel post rates and it is suggested that they be sent in this way if they are going to business houses or to hotel addresses. First class mail is suggested for private home mailing as postmen will not leave parcel post when the resident is not home. What has been intended as *good-will* can turn to *bad* will if the recipient has to make a special trip to the post office to pick it up.

Many of those who have used matches in Direct Mail campaigns have been enthusiastic about the results. O. A. Schiotz of the Schiotz Engineering Works at Waterloo, Iowa, recently informed us "the cartons of 25 and 50 book matches have been the best advertising medium we have ever had. We mail them out the fifteenth of every month to a select group of customers, and

generally the engineering or purchasing staff of various firms . . . in one case we have been able to actually trace over \$20,000 worth of business in this course." A Massachusetts Chevrolet dealer avers that they "stimulate customer purchases of new and used passenger cars and trucks and have been profitable in the sale of parts and accessories and service work."

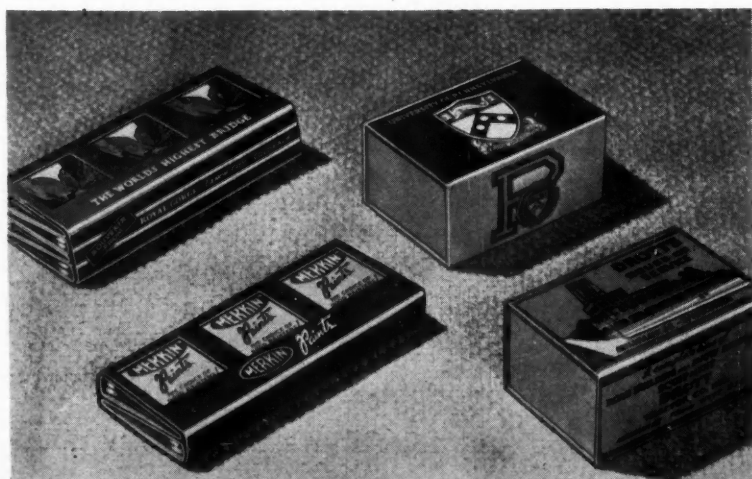
An executive of a Pennsylvania chain of six radio stations writes that their program of mailing matches to

prominent professional men "has proven to be one of the finest promotion plans we have ever attempted."

Of interest to Direct Mail executives is the fact that a large number of companies use book matches as their only medium of reaching customers, who are asked to fill in the name and address on lines provided in the match cover and mailing with a coin for the purchase of cosmetics, razor blades and other merchandise. Several insurance companies also use this as a means of getting prospects. They offer a memo book "embossed with your name in gold" absolutely free. The book is, of course, delivered by the insurance representative.

### About the Cover

After fussing around unsuccessfully to find a stock photo to illustrate our lead story . . . Henry, Jr., resting up in Florida, appealed to "Pres" Phillips of the St. Petersburg Chamber of Commerce Press Bureau. "How 'bout a couple bathing beauties lighting a cigarette?" None in stock . . . but Ken Richards, an ex-Hollywood camera man, was hurried down to the spa. Picked two local girls . . . posed them . . . and there's the cover in a jiffy. In spite of rumors to the contrary . . . there are plenty of young people in St. Petersburg.



# A FORMULA for SUCCESSFUL Direct Mail Advertising

by Bill Bonsib

Remember the college boys who went to Reno, Nevada and ran \$300 into \$12,000 at the roulette table in Harold's Club? Know how they did it? *They had a formula.*

The young men reasoned that *every* roulette wheel has imperfections in the wheel or ball which make one number come up more often than the others.

For two weeks, these boys made accurate records of the winning numbers. They found that number 9 won more frequently than any other number. So they played number 9 and won until the club operators changed the wheel!

They *didn't* win *every* time—but they did win consistently. And they won far more than those around them who played by intuition.

Direct Mail isn't the gamble that roulette is. But the same scientific methods will pay off even better in Direct

*Reporter's Note:* Bill Bonsib, who operates an advertising agency in Denver, Colorado (331 U. S. National Bank Building), was a little upset over our feature article in the January 1948 issue. He didn't like some of the things we said about copycat-itis . . . a too rigid following of formulas. He thinks formulas are important. We agree . . . if they do not lead to boring sameness. After considerable correspondence, we asked Bill Bonsib to elaborate on his argument. The article printed here is worth study . . . and future reference. Remember: not every mail user can test. Mail order people can. But all users can profit from the experiences and results of the testers. Remember too: THE REPORTER always cautions against a too rigid dependence on the accuracy of test percentages. List tested may not be large enough to overcome statistical "deviations." Plus or minus variations may change results of subsequent mailings (see page 30, September 1947 REPORTER). But testing is a fascinating business. Bill Bonsib's formulas provide you with a good checking list.

Mail than they do in roulette. You can repeat your success in Direct Mail without fear of somebody "changing the wheel".

Don't plan to "case" your favorite wheel at the local gambling joint. Those college boys also had a formula for betting which was half the reason for their success.

Similarly, you can't expect to pick up ideas or test results from the experience of others without checking the advisability of using those ideas in your own business. Because a formula works in one business, it doesn't follow that it will work in yours.

On the other hand, you'll eliminate much of the guesswork of Direct Mail advertising if you do use a formula and test every element in your own business. Creative ability is still the most important factor in any kind of advertising and a good man can make the poorest method pay off. But why work against the law of averages?

The beauty of scientific methods in Direct Mail advertising is the ease of testing. Think of the expenditure a large national publication advertiser must make to test his ads. A mere 2,000 mailing will test your Direct Mail—and bring you a profit to boot if you're on the right track.

For example, we predict the results of every mailing piece before we have the larger quantity printed. We test various elements at the same time. Our predictions are seldom very far off. Recently a test mailing produced \$341.25 per 1,000. Subsequent mailings produced an average of \$349 per 1,000 names, although the separate mailings varied like this: \$305, \$331, \$305, \$443. We predicted \$392 on another mailing and fell short—but only \$30 per thousand. In still another case, a prediction of \$254 per thousand actually produced \$266 per thousand.

Here are the results of several tests we made to determine the relative value of various elements:

- \*1. One page, one color letter with fill-in \$363 per thousand  
Two page, two color letter with headline \$392 per thousand  
\*This was not fair test because the copy in the letters was not identical. We tested more than one element, but a subsequent fair test proved the two page, two color best.
2. Two-color single page letter \$254 per thousand  
One-color single page letter \$218 per thousand
3. Two-color, two-page letter, both sides of paper, pink letter paper \$341.25 per thousand  
Same letter and enclosures, two sheets of paper, pink letter paper \$120 per thousand  
Same letter and enclosures, both sides of paper, white letter paper \$270 per thousand  
Same letter and enclosures, two sheets of paper, white letter paper \$240 per thousand
4. Letter, reply card, etc., using 3¢ meter indicia \$242 per thousand  
Same letter and enclosures using 1¢ meter indicia \$178 per thousand
5. Letter and enclosures, blue envelope \$216 per thousand  
Same letter and enclosures, white envelope \$185 per thousand

Test number two proved that a two-color letter is superior to a one-color job, test three told us we had better stick to printing our two-page letters on one piece of pink letter paper.

Test four proved that it is wise economy to pay Uncle Sam two cents a letter more for first class mail. Our gross profit is \$64 per thousand—and the extra cost only



## Office Helps



### Columbian String-Ties\*

First-class ties for third-class mailings . . . on or off in a second . . . can be used over and over again . . . longer life and stronger than elastic bands. For free samples write to



**UNITED STATES ENVELOPE CO.**

General Offices—Springfield 2, Massachusetts  
DIVISIONS FROM COAST TO COAST

# How to speed up bulk mailings

Now you can send out 3rd class bulk mailings *faster*—tie *and* label your city and state bundles in less time.

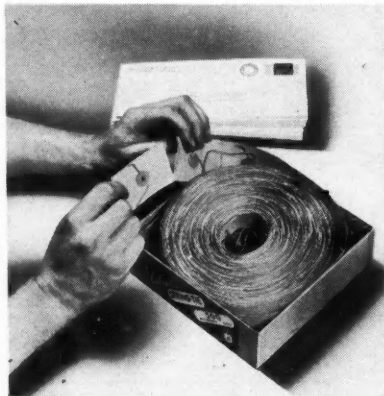
With Columbian String-Ties, you make up a bundle with little more than a twist of the wrist. No groping for bits of cord, no fumbling with knots, no labeling difficulties; in fact *no trouble at all*. Just detach a String-Tie from the perforated roll of 500. In one piece, you have a 2" x 3" blank label, wrap-around button fastener, and 25" non-slip string . . . other lengths on special order.

Hold a stack of mailing pieces in one hand . . . wrap the string around it. Then, a few deft loops around the button fastener — and there's your bundle with blank label attached, ready for inscription. That's all there is to it!

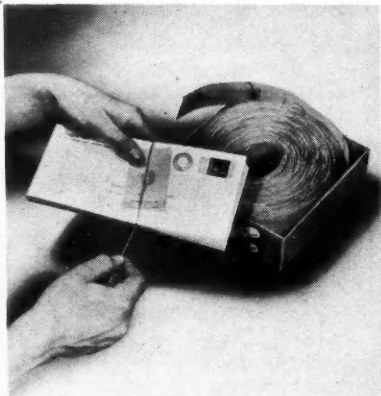
Proved by years of other uses, Columbian String-Ties are first-class ties for third-class mailings. Inexpensive, too! Your paper merchant or stationer has them in stock.

\*Patent 2,382,143

E-5



DETACH a Columbian String-Tie from the handy roll. String, label, fastener are all one piece, instantly ready to use.



WRAP the string around the bundle, *loop* the end around the button. Bundle won't come apart if roughly handled.



WRITE the destination on the label—and the bundle's ready to go. Here's a way to speed up mailings, cut costs.

\$20 per thousand—a net of \$44 for every 1,000 names. After test five, we had most of the elements for the mechanics of a profitable letter.

These tests were made in various types of direct-selling businesses. And we apply what we learn in one business to another—but we *test first!* After a time, we even test again in the same business to see if conditions have changed our results.

Generally we have found that what applies to one business applies to a majority of businesses—even in “prestige” businesses where formulas aren’t supposed to work. But the copy approach doesn’t apply in that way.

We once wrote a letter for a client as a suggestion for a better copy approach. The suggestion was tabled, then later used. In spite of the fact that a poor physical dress was used, that letter produced 300% better than the best letter we had ever used.

Dealers are supposed to be “tough” characters. But a test proved that our formula method sold 12% of dealers—actual orders—while “accepted”, conservative methods produced less than 3%.

Doctors are notoriously hard to sell by mail. Yet we sell 3% to 6% of “cold” lists—and make them buy their own samples!

Jobbers are another difficult group of prospects. Still, we have established 2% of a list by mail contact only.

And none of these products were scarce, nor was the selling done in wartime.

Over a period of years we have made many tests and have accumulated the results of hundreds of dependable tests. This experience has proved that the following elements produce best in Direct Mail. This formula is not a substitute for brains or creative thinking, but it will eliminate many costly errors, if used properly.

A formula is merely a guide to better advertising. No human mind could isolate—or remember—the relative value of all elements in Direct Mail. And one drop doesn’t make a rain—scientific as it is, there are probably many other and better methods for Direct Mail. But it will save trial and error on *proved* factors.

## Formula A

Determining the advisability of Direct Mail in indirect selling.

Direct Mail is justified if the answer to these questions is “Yes”:

1. Is contact by mail desirable?
2. Is contact by mail the least expensive method? If not, is it most effective?
3. Does the list reach *all* prospects and selectively?

## Formula B

Determining the advisability of Direct Mail in mail order selling.

Number of mailings  $\times$  per cent of return expected = number of orders expected.

Number of orders expected  $\times$  price = gross sales.

Gross sales — cost of mailing — cost of goods or services sold = net profit.

Examples:			
Number of mailings	1,000	1,000	1,000
Percent return	$\times .07$	$\times .05$	$\times .02$
Number of orders	70	50	20
Price of goods sold	$\times \$1$	\$10	\$30
Gross sales	\$70	\$500	\$600
Cost of mailing	—\$70	—\$100	—\$100
Balance	none	\$400	\$500
Cost of goods sold	—\$28	—\$160	—\$200
Net Profit	(LOSS)	\$240	\$300

It can be readily understood why a \$1 product is usually unsuccessful in mail order selling unless it is sold in a line of higher-priced products or services.

## Formula C

Preparing to market a product or preparation for determination of Direct Mail “approach”.

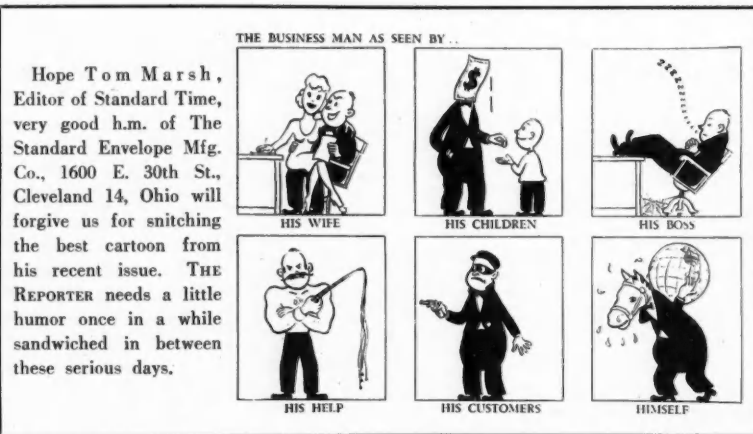
1. Write down the classes who are largest users
2. Write down the classes of possible new users
3. Write down the need for the product or service (ask present and prospective users)

4. Make a survey of all competitive products or services
5. Make a survey of competitive prices for the same *and* similar products or services (check suppliers of these products)
6. Determine your price and value position
7. Apply Formula B
8. Select best possible mailing list

## Formula D

Mechanical preparation of Direct Mail for best results at lowest cost per sale. Test suggested element against what you are using before adopting for complete mailing.

1. Kind of mailing:
  - 1st—Letter, circular, envelope, reply card (and/or envelope and order form)
  - 2nd—Letter, envelope reply card (and/or envelope and order form)
  - 3rd—Self-mailer with letter and reply card
  - 4th—Self-mailer and reply card
2. Letterhead:
  - 1st—Headline and photo of product-use at top
  - 2nd—Headline and artist’s illustration of product at top
  - 3rd—Headline and product illustration at top
  - 4th—Headline and pertinent cartoon
  - 5th—Regular company letterhead
3. Salutation (Disregard this if automatically typewritten letters are used):
  - 1st—News-like or narrative style headline
  - 2nd—Question headline
  - 3rd—Printed salutation directed to type of prospect
  - 4th—Fill-in (name, address, etc.)
4. Opening paragraph:
  - 1st—Narrative style (pertinent) or make an offer
  - 2nd—Positive statement directed to prospect
  - 3rd—Question



# Brush<sup>☆</sup>

*"The nearest thing to  
handlettering that  
has ever been pro-  
duced in type"*

**7**hat's the way one designer described the newest ATF script. He was impressed by its rhythmic swing, its lack of obvious joints, its outstanding legibility...You'll also like these features, since they give Brush the sparkle that makes for smart, effective printing. You'll find that its sound design fits it for all manner of everyday jobs and permits its combination with countless other faces in everyday use...Brush is economical, too. In the first place, its low cost is but a fraction of what it will save on artwork and engraving. The many uses to which it will be put during its assuredly long life will compound the saving many times over...Ask your ATF salesman or dealer for showing of Brush's eleven useful sizes.

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n 1 2 3 4 5 6 7 8 9 0

☆ U.S. DESIGN PATENT NO. 132,422

## *American Type Founders*

200 ELMORA AVENUE • ELIZABETH, NEW JERSEY  
BRANCHES AND AGENTS IN PRINCIPAL CITIES

5. Layout:
  - 1st—Important points and paragraphs indented
  - 2nd—Important ideas well spaced and underlined
  - 3rd—Standard letter form
6. Length of letter:
 

As long as necessary to contain important information
7. Contents of letter:
  - 1st—Directed, factual, specific, gives figures and actual cases
  - 2nd—Romantic or narrative style (pertinent)
  - 3rd—Directed, factual but no specific information
  - 4th—Formal letter
8. The offer:
  - 1st—Something free—a booklet, folder, etc. (not just "information") offered at beginning of letter
  - 2nd—A trial offer without obligation
  - 3rd—A trial order
  - 4th—Regular order or offer of more information
  - 5th—No offer at all
9. Signature:
  - 1st—Actual signature of chief executive
  - 2nd—Facsimile signature of chief executive
  - 3rd—Actual signature of lesser executive
  - 4th—Facsimile signature of lesser executive
  - 5th—No signature
10. Process:
  - 1st—Automatically typewritten letter with fill-in
  - 2nd—Reply-O-Letters
  - 3rd—Multigraphed Letters
  - 4th—Offset-printed Letters
  - 5th—Mimeographed Letters
11. Type selection:
  - 1st—Simulated handwritten
  - 2nd—Pica type (typewriter)
  - 3rd—Elite type (typewriter)
  - 4th—Standard printers' types
12. Quality of process:
 

Poor reproduction is expensive, regardless of cost
13. Folding and assembling:
  - 1st—Interfolded, not stapled
  - 2nd—Accordion fold, not stapled
  - 3rd—Interfolded, stapled
  - 4th—Accordion fold, stapled
14. Color of printing:
  - 1st—Blue and brown
  - 2nd—Other combinations of two colors
  - 3rd—One color or black
  - 4th—Three or more colors, except process
15. Color of paper:
  - 1st—Pink
  - 2nd—Other colors
  - 3rd—White
16. Envelope:
  - 1st—Blue window with advertising
  - 2nd—Blue window
  - 3rd—Other colors, window, with advertising
  - 4th—White window with advertising
  - 5th—Other colors, window
  - 6th—White window
  - 7th—Blue, standard
  - 8th—Other colors, standard
  - 9th—White, standard
  - 10th—Self mailer
  - 11th—Postcard (good for follow-up)
17. Postage:
  - 1st—3¢ commemorative stamp
  - 2nd—3¢ metered mail (purple)
  - 3rd—3¢ other color metered mail

# PRINTING

... for **EXCELLO** provides  
 the "know how" to assist you in organizing  
 your art and copy ... determining  
 your method of printing ... producing your work  
 economically and quickly. Publications,  
 catalogs, booklets, direct mail from black  
 and white to full color ... Now over one million  
 impressions a day.

Make your next job

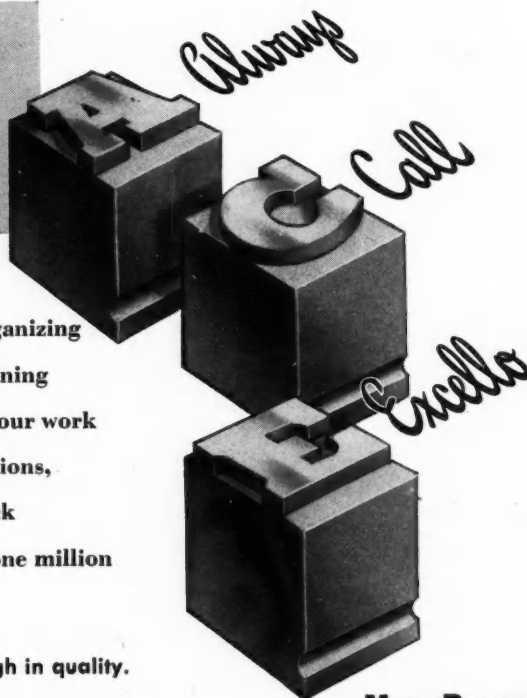


high in quality.

**EXCELLO PRESS INC.**

LITHOGRAPHERS • PRINTERS • BINDERS • 400 NO. HOMAN AVENUE, CHICAGO 24, ILLINOIS •

THE REPORTER OF DIRECT MAIL ADVERTISING



**Van Buren  
8790**



- 4th—1¢ metered mail
- 5th—3¢ ordinary stamp
- 6th—Two ½¢ precancelled stamps
- 7th—Printed permit
- 8th—1¢ precancelled stamp

18. Reply form:

- 1st—Filled-in (for use with window envelopes), pink, oversize (requires first class return postage), business reply card with time limit and numbered stub
- 2nd—Pink order blank and business reply envelope
- 3rd—First, above, eliminating one or more elements
- 4th—Standard business reply card
- 5th—Order blank only
- 6th—Addressed envelope only (customer pays postage)

19. Circular:

- 1st—Two color circular on colored stock with letter and with coupon on circular
- 2nd—Same as above—no coupon

20. Addressing:

- 1st—Typewritten or stencil—addressed to title or executive's name
- 2nd—Typewritten or stencil to company name
- 3rd—Labels
- 4th—Handwritten address

21. Mailing list:

- 1st—Old customers
- 2nd—Custom-made list to known prospects
- 3rd—General mailing list

22. Timing of mailing:

- 1st—To arrive on Tuesday
- 2nd—To arrive on any other day except Monday
- 3rd—To arrive on Monday

(Reporter's Note: Very difficult on national mailings to test "time of arrival." Post Office slow-up makes the estimating of delivery date nearly impossible.)

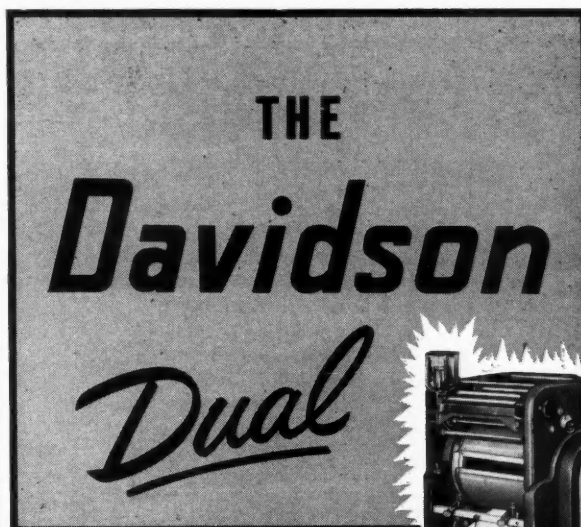
In testing, be sure to test only one element at a time. Mail on the same day. Alternate names on your mailing list.

There is no substitute for records. Keep them accurate.

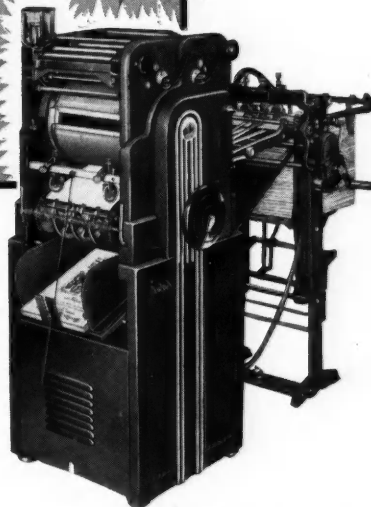
A formula can be used for copy and the preparation of circulars, but each would require almost as much space as this entire article.

Remember that a formula is a guide—not a cure-all. But when you work with the law of averages, you're safer!

Insurance actuaries can't tell you how long you will live—but they can tell you how long the average man of your age will. That's what our Direct Mail formula has done for us—it tells us what is best in the average case—and that's all it can do.



## complete reproduction service in one machine



**OFFSET . . .** Reproduces from both direct image and photographic offset plates . . . form letters, bulletins, office forms, advertising literature, booklets, folders, letterheads, etc., in one or more colors. Excellent halftone work . . . close register . . . at high speed and low cost.

**LETTERPRESS . . .** Reproduces from type, electrotypes, and rubber plates. Ideal for imprinting. Handles envelopes, too.

**ALL IN ONE MACHINE . . .** Yes, the Davidson Dual is actually two machines in one . . . for the price of one. The change-over from offset to letterpress is simple, requiring only about 10 minutes. Only a Davidson Dual can give you *all* this in *one* machine.

Here is the ideal letter shop equipment. Versatile, dependable, economical, easy to operate. You'll be proud of the work it does . . . clean, sharp impressions from first to last . . . fine multi-color work. Your Davidson Dual will pay for itself almost before you know it . . . and will continue to pay big dividends for years. See your nearest Davidson Sales and Service Agency or write us for full details.

- Handles any stock from light weight paper to cardboard and envelopes.
- Sheet sizes from 3" x 5" to 10" x 14".
- Standard speed, 5000 sheets per hour.
- Automatic suction pile feed with double-sheet eliminator.
- Ruggedly built . . . weight 726 lbs.
- Continuous chain grippers control sheet during its entire travel.
- Extremely accurate all-steel feed roll mechanism.
- Accurate register.
- Positive stripping.
- Sold and serviced by Davidson Sales and Service Agencies located in principal cities of the U.S., Canada, Mexico, and abroad. See your classified phone book.

DAVIDSON MANUFACTURING CORPORATION  
1040-60 West Adams Street, Chicago 7, Illinois

A generation of experience in the manufacture of office equipment  
**DUPLICATORS • FOLDING MACHINES • SUPPLIES**

# What's Wrong With Press Releases?

THE REPORTER has received in the last few months more press releases than ever before. As the volume increases, the quality seems to take a nose-dive. THE REPORTER is interested in releases because they are really Direct Mail.

One particularly bad one came from the American Institute of Graphic Arts, 115 East 40th Street, New York 16, N. Y. (of all people). The lead sentence which is commonly supposed to summarize the essential facts (or attract favorable attention) contained 83 words. Further down the page a sentence of 80 words was found necessary to introduce a paragraph.

Another release from the American Management Association (of all people, too) 330 West 42nd Street, New York 18, N. Y. leads off with a 56 word whopper. And from the Association of National Advertisers, Inc., 285 Madison Avenue, New York 17, N. Y. a sentence containing 65 words was first to meet our eyes.

Releases by the hundreds cross our desk. Long words, stuffy presentation. Tiresome. Boring. Tactless.

Heading a release from the Council on Women's Advertising Clubs, Advertising Federation of America, 342 Madison Avenue, New York 17, N. Y. a frustrated note to the editors reads:

"This is an S.O.S. Won't you publish this story or a part of it in your publication as soon as possible? Not enough people know about the contest."

So what?

Wish we could report that these are the exceptions . . . but we can't.

Most press releases are bad . . . and getting worse. Once in a while, there is an exception. And does that exception get attention!

Here's one from Gray and Rogers, Advertising, in behalf of a client. It's a relief.

SOUTHERN STATES BY ANY OTHER NAME? AH! 'TWOULD NOT BE SOUTHERN STATES

Changing your name is a matter which always means lengthy consideration.

When girl meets boy she mentally tries out his name after Mrs.

Actors and actresses have been known to consult astrologers, numerologists, fortune tellers and other mystical sources to find a glamorous name.

Business firms don't usually follow such practices when they think of getting a new trade name or firm title. But they fuss and fume, discuss and debate, confer and reconfer, and just plain fret as nervously as a high-strung actress when the big occasion arises.

*Southern States Iron Roofing Company*, largest fabricator of aluminum roofing in the country, Savannah, Ga., has just completed a name changing session.

Sure, *Southern States Iron Roofing Company*, is a mouthful. Not only that the name gives no indication of the hundreds of home, farm, factory, and industry items which the company sells throughout the entire southeastern part of America.

For more than 30 years the company has used its present name. The name is an institution in the South. For two months the company officials chewed over names including *Suppliers*, *Dixie*, *American*, *Southern*, and countless other colorful titles. Hundreds of suggestions—and protests against a change—came in from customers and dealers in the hills of Tennessee and throughout the South. There were two camps. Those for a change, and those opposed.

Last week the company made its decision. Everyone was happy. The proper decision had been reached. A good decision. It's a good idea. Such were the opinions on the decision.

The name!

"*Southern States Iron Roofing Company*."

Short, to-the-point sentences, informal and interesting style.

Certainly puts editors in more receptive mood to give publicity.

THE REPORTER isn't alone in its peeve about releases. Bert Barnes

**PIONEER-MOSS**  
PHOTO-ENGRAVERS SINCE 1872  
460 W. 34TH ST., N.Y.C. MEDALLION 3-0440

sent us a clipping from Women's Wear Daily . . . an article by D. L. W. entitled "Scrap Basket Stuffers".

Don't have space to quote the whole article, but we'll mention a few pertinent paragraphs.

Someone is paying solid money to flood the country's editors with publicity, designed to inform or broadcast facts (possibly even fancies) about a particular product.

Mail addressed to executives long since departed pours in. Mail addressed to departments changed in function or name. Mail to publications out of business. Releases on deep well pumps to the fashion editor. Little gems on how to tint eye-glass frames with nail polish to the employment director.

Publications live on their news, and many a first tip comes via a publicity man. Let's clean up the lists, get the news to the right man, make it newsy, worthwhile, readable, and I personally will guarantee at least a stop on the editor's desk before it hits the scrap heap.

It all adds up to one thing . . . if advertising agencies, public relations counsellors, associations, and business organizations don't clean house in the press release mess they're going to see fewer and fewer of their items published.

## FRAGRANCE IN SELLING

Werner Stenzel, 150 Broadway, New York 7, N. Y., in returning our readership survey, mentioned that he had used fragrance in selling nearly twenty years ago. We asked him for details. Here is his very interesting reply:

Yes, I did use fragrance in selling, almost twenty years ago. I wrote a booklet for a group of men organizing an Ocean Club on Long Island. It was printed by the Tri-Arts Press on handmade paper of the period of King Charles I. It had a stiff cover and the back of the book was rough burlap which had been impregnated with a chemical substance that had a sort of a tarry odor, intended to give prospective club members a whiff of the tang of the sea.

However, the story has a sad ending. The printing job was completed and the mailing sent out during the week of the great crash of 1929. No club—no members—no fee for my job!

Lots of things went to pot in 1929.

MAY 1948

## For a smoother-running business MULTIPLY YOUR MESSAGES

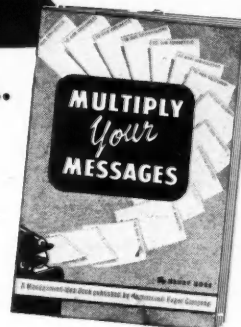
ACME SAYS THEY WEREN'T  
TOLD ABOUT OUR PRICE  
CHANGES? WHY, I SENT  
'EM THE NEW LIST!

YOU SHOULD  
HAVE SENT THEM  
30 COPIES SO  
EVERYONE THERE  
WOULD KNOW.

### This new book tells how...

Business runs on *multiplied messages*. Every day you convey information to your customers, prospects, distributors and your own organization. What is the best way to be sure that *everyone* concerned receives the essential information he needs?

Here in this compact Hammermill idea-book, "Multiply Your Messages," you will find the *best* way for the particular job you want to do. Individually typed letters? Automatically typed? Multi-printed? Plate printed? Stencil duplicated? Spirit or gelatin duplicated? Letterpress? Each process is briefly explained . . . *which* can do *what* job best . . . mechanical hints, etc. You'll find it helpful, we believe. It's free. Just send the coupon.



SEND FOR IT...  
IT'S FREE!

Hammermill has the right paper for each "multiplying" process. These too are described in this book.

LOOK FOR THE WATERMARK . . . IT IS HAMMERMILL'S WORD OF HONOR TO THE PUBLIC

# HAMMERMILL BOND

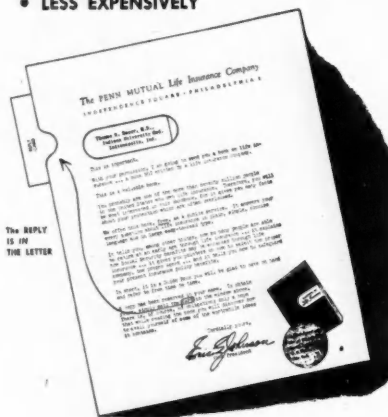
Companion papers for office use include Hammermill Mimeo-Bond and Hammermill Duplicator

Hammermill Paper Company, 1621 East Lake Road, Erie, Pa.  
Please send me—FREE—a copy of "Multiply Your Messages."

Name..... Position.....  
(Please be SURE to attach to, or write on, your business letterhead) R-MAY

# FROM REPLY-O LETTER to THOSE WHO USE DIRECT-MAIL Regularly . . .

**REPLY-O LETTERS**  
will do your selling job  
• MORE EFFICIENTLY  
• LESS EXPENSIVELY



## NATIONAL ADVERTISERS SAY:

"Our Reply-O Letters produce between 18% and 32% replies. We have been able to trace \$13 millions in business from an expenditure of \$27,000.00."

New England Mutual Life Insurance Company

"An elaborate brochure with return postcard enclosed produced 8% returns. The Reply-O follow-up produced 24% from the same list."

The Matheson Alkali Works, Incorporated

"Up to the present writing, the score stands: Reply-O — 189 orders against the ordinary letter—98 orders."

Borden's Milk

To save you time, send along the following information when you request samples.

Frequency of mailings.  
Average size of mailings.  
Type of list.

This information will enable us to answer your initial letter with helpful, understandable facts and figures.

**REPLY-O PRODUCTS CO.**

150 W. 22nd St. . New York 11, N.Y.

## Strictly Mail Order

**Reporter's Note:** This department of THE REPORTER is reserved for the views and news of the mail order people . . . the men and women who use the mails to get immediate orders.

Some months ago someone suggested that we should have a new name for return envelopes used in Mail Order work. Jack Lasky suggests REPLY-VELOPES.

Bob Ramsey submits the word PRENVELOPE as a contraction of "prepaid reply envelopes."

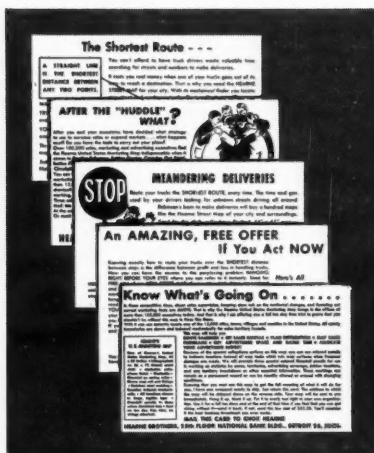
One of the biggest uses of mail today . . . educational fund raising drives. A Fortune survey indicates that some four hundred colleges and universities are seeking more than two billion dollars. Campaigns to alumnae are being supported by letters and booklets. Sorry to say . . . much of the promotional matter is sappy and out of tune with the problems faced by the prospects. But some of the letters are good . . . handled by professionals doing their bit for the "old school."

Fortune magazine, in April, mailed a rich-looking subscription appeal. On outside envelope . . . embossed reproductions of gold and silver coins. Same embossed designs reproduced on letterhead with single word "Fortune." F. D. Pratt's letter was four pages long. Mailed first class.

You can now arrange to send greeting cards direct from London to specified recipients anywhere in the British Isles. This new service, inaugurated by Overseas Associates, Inc., 136 West 22nd Street, New York 11, N. Y. will assure arrival of the cards on the very day of the event to be celebrated. Cards will bear no

suggestion of commercialism, only a congratulatory greeting and the message: "A parcel to celebrate the occasion has been dispatched to you by . . ."

Here's another good example of the use of post cards for mail order. Hearne Brothers, 25th Floor, National Bank Building, Detroit 26, Michigan make and sell specially laminated marketing maps, which can be marked



with crayon and erased. To promote inquiries and direct orders, Orville Reed prepared a series of penny post cards using the laminated stock instead of Government postal cards. Illustration shows how much type can be crammed into 5 1/2" x 3 1/2" space. From all reports, cards are working. Confirms REPORTER findings that a well written card will get action no matter how small the type or how much.

Better watch out if you are appealing to the children's market. Paul

THE REPORTER OF DIRECT MAIL ADVERTISING



Kelly of Kelly and Lamb (advertising agency), 610 Hartman Theatre Bldg., Columbus 15, Ohio, just sent us the hand written note which his nine year old nephew gave to his father to send to a company who had sent him a punchboard. Here is an exact translation of the scrawled handwriting:

"Listen, I am sensible! Kid! and I don't want any! of your grappy offereses! so don't send me any of those things I am wise to you. Mark Kelly." Then the letter continues "and remember to keek your dumb offereses!"

Lewis Kleid of Mailings, Incorporated (25 West 45th Street, New York 19, N. Y.) issues a most interesting monthly bulletin named "Pay Mail Reports." We've snatched items from it before. But here goes again. In current issue Lewis interviews Edith Walker, who handles millions of mailing pieces annually for Book-of-the-Month Club. The questions and answers deserve a place in the records:

Q. When do you start testing?

A. Testing period commences on July 5th for offers and lists.

Q. What is the most effective mailing period?

A. Results improve in August and big mailings are made in September, October and until Thanksgiving (about November 10th). Mailings are resumed on December 26th and continue until February 10th. Simultaneous with the mailings in September and October new and additional lists are constantly being tested.

Q. Is there any basis for stopping from February 10th to July 5th?

A. Yes, diminishing response. In the days of the Little Leather Library, it was unprofitable to mail before Labor Day and after April 15th. Now buying habits have changed; we can start in July but we have to stop two months sooner (February).

Q. Is March the deadline because of the March income tax bug-a-boo?

A. No, it just seems that people get spring fever in March and stop buying by mail. The income tax period doesn't have its old significance since most people have payroll tax deductions. Incidentally, in 1946 the Club wanted to see what effect timing had on results. 5,000 pieces were mailed to cross-sections of one large list every ten days. A graph of the results followed a perfect pattern—diminishing returns from February to July.

Q. How do you evaluate a list after testing it?

A. A list that pulls too many orders is observed carefully. The quantity of orders isn't the sole criterion. Sometimes a marg-

MAY 1948

## Prominent Users of Strathmore Letterhead Papers: No. 77 of a Series



### *Famous Old Philadelphia Restaurant*

### *Uses STRATHMORE*

For three quarters of a century world-famous figures have frequented Old Bookbinder's Restaurant, noted for its cuisine and colorful character. Its walls are lined with collectors' items...manuscripts, prints, priceless relics and documents.

Significantly, the letterhead used by this old Philadelphia house is Strathmore—logical choice of a firm whose insistence on quality has kept it a leader in its field.

Whether your business is that of restaurateur or manufacturer, lawyer or scientist, the caliber of your letterhead is important to prestige. Let your printer show you how Strathmore letterhead papers can express the quality and character of your company.

Strathmore Letterhead Papers: Strathmore Parchment, Strathmore Script, Thistlemark Bond, Alexandra Brilliant, Bay Path Bond, Strathmore Bond.

# STRATHMORE MAKERS OF FINE PAPERS

Strathmore Paper Company, West Springfield, Massachusetts

inal list that pulls quantity orders is more desirable. Some of the factors involved are:

1. How many books will the member buy each year?
2. How long will he stay with the Club?
3. How well and how promptly will he pay?

As a yardstick the Club samples annually the members acquired from each list to determine which lists produced the best quality members. This information is used in planning future list schedules.

**Q. What kind of lists do you look for?**

**A.** We prefer mail order buyers of books, magazines or merchandise. Horticultural buyers for some strange reason very rarely pull well.

**Q. Can you make compiled lists pay?**

**A.** Very seldom. Lists of dentists, lawyers, business executives, farmers, etc., usually don't work. The list of doctors sometimes is the exception to the rule.

**Q. Do you find it advantageous to work with list brokers?**

**A.** Yes. It's the broker's business to know the sources of new and special lists. He does all the bird dog work and frequently can furnish information that's not generally available. He follows up orders

and saves the mailer time and trouble in expediting operations. Moreover, it costs nothing to place orders through a broker. The list owner pays the commission.

**Q. What do you think of label addressing?**

**A.** The Club prefers stencil or typewriting. There is no objection to good handwriting. The use of a label on an attractive envelope is not desirable. Actually, labels are looked upon with suspicion because such names aren't maintained well by the list owners. Label lists are big lists—not buyers—usually radio or inquiry names. It is our impression that if excellent quality names were placed on labels that the results wouldn't be much better or worse than typewriting or stencil addressing.

**Q. Do you find that better quality pieces pull better results?**

**A.** Not necessarily. Very elaborate, over-expensive pieces may not warrant their extra cost. By the same token neither do cheap mailing pieces or self-mailers justify the economy. For the Book-of-the-Month Club, a letter, a circular and a business reply card is the best combination. An extra slip explaining the possibility of a member receiving an invitation is justified to eliminate complaint letters from members. If the circular describing the free book is heavy, an extra enclosure on "How the Club Operates" is added.

Personalization, stunts, pop-ups and die-cuts work sometimes. An attractive illustrated four color envelope justifies its extra cost.

**Q. Do you prefer Air Mail reply cards to ordinary business reply cards?**

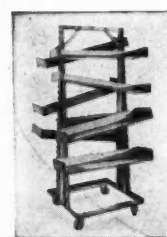
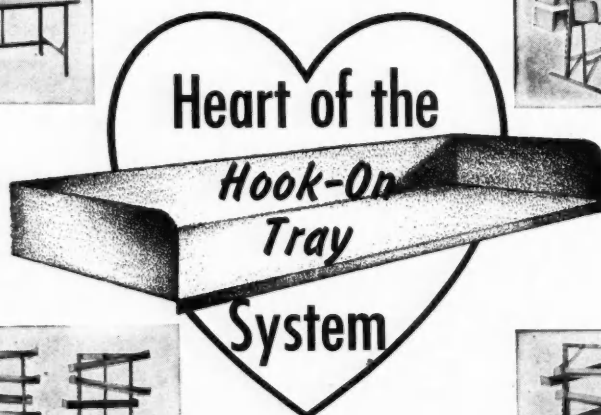
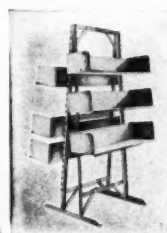
**A.** In the beginning, the Air Mail device was new, impressive and gave the recipient a feeling of urgency. But constant use has taken away much of its advantage. (The cost is 5¢ against 4¢ for an oversize business reply card. If the card were standard size, the cost would be only 2¢. Ordinary postage is charged on Air Mail cards returned from local areas.) One of the disadvantages of Air Mail reply devices, however, is the fact that bad weather will hold up the response. This may change a response pattern and also affect the daily work of the people engaged in handling the response.

**Q. Which do you prefer: postage stamps, meter or printed indicia?**

**A.** It doesn't make any difference. Whichever is cheapest!

Boyce Morgan, managing director of Kiplinger, Inc., Washington, D. C. was featured speaker at April meeting of Hundred Million Club of New

## All Purpose MAILING EQUIPMENT



All Purpose mailing equipment is built around the Hook-on Tray. This solid steel tray comes in four standard sizes and accepts almost any type of mail material. Letter-shops, printing offices, commercial institutions, government departments with well organized mailing rooms are saving money by using All Purpose Hook-on Trays to handle broadsides, bulletins, catalogs, envelopes of every known type, besides many other kinds of printed matter.

To broaden the usefulness of Hook-on Trays, All Purpose builds a complete line of mailing room equipment specifically designed to accept the trays. Stationary and Whirling Racks, Desk Racks, Traveling Racks, Floor Racks, Single Whirling Rack Tables, and Double Whirling Rack Tables are all made expressly for use with Hook-on Trays.

All Purpose Metal Equipment Corp.  
258 Mill Street, Rochester 4, N. Y.

Ask for Bulletin DM-3 . . . it describes other money-saving ALL PURPOSE Equipment.



**All Purpose**

York. He illustrated his talk with charts . . . but here's a good summary of his conclusions:

1. No single test is dependable.
2. Testing should be continued until you no longer get reverses in results.
3. It is absolutely essential to continue testing on elements important to the cost of structure.

In reference to the last point, Boyce cited examples of postage tests where first class postage superiority over third class was finally established on a basis of long-range testing.

With reference to timing, the results of a ten-year survey made by Kiplinger, proved these points:

1. The day of the week is no longer important to mailings because of present uncertain post office delivery schedules.
2. Holidays and "bugaboo" days, such as March 15 income tax day and election days, are meaningless to Kiplinger from the point of view of results.
3. The best time of year to mail varies from year to year. The best months, in declining order of value, taken as an average over ten years were: September, January, August, March, October, December, February, July, November, May, April and June. But, in 1947, March, a formerly below-average month, went up—as did April; while August, a leader, went down.

There is too much emphasis, Mr. Morgan declared, in conclusion, on the old concept of when you can and when you can't mail. More testing is needed. Keep an open mind, a healthy skepticism to old rules and be guided by your own judgment and experience.

A recent printed form letter from L. W. Burnworth (5302 N. E. Wistaria Drive, Portland 13, Oregon) starts:

Dear Friend:

The purpose of this letter is to introduce to you our product, "Toupee Hair Solution." This preparation is as stupendous, colossal, amazing, and astounding—as new and revolutionary—as the Atomic Bomb!

If you are troubled with excessive dandruff, itching scalp, falling hair, you will be amazed with the results that you can obtain by using this preparation. If your hair is getting thin, and you wish to avoid baldness, you can do so by overcoming scalp disease and abnormal hair fall.

Isn't that putting it on a little thick? Smiles should be convincing.

MAY 1948



# Help yourself to PONTON'S MILLIONS

Selected, live, classified buyers—quickly convertible into profits! Let Ponton guide you directly to **your** real prospects. Ponton's 63 years of productive list leadership bring you these unrivalled advantages:

**YOUR LISTS MADE-TO-ORDER!** We sell no stock, "shelf-stale" lists. Each is individually compiled—from the very latest sources—to do the job you want done.

**VERSATILITY UNEQUALLED!** Ponton lists are available on cards, labels, sheets, stencils, on your own mailing matter, or in any other form and in any breakdown desired.

**SPEED, ACCURACY**—the maximum obtainable is guaranteed at all times.

**24,000 CLASSIFICATIONS** readily available! Other special lists promptly and efficiently supplied.

**LATIN AMERICAN** lists a specialty!

**COMPLETE CATALOG!** Ponton's famous LIST O'TRADES—the most complete Mailing List Catalog published! Write to Department 1.

COMPLETE  
MAILING  
AND  
ADDRESSING  
FACILITIES

**W. S. PONTON** inc.  
AT THE HEAD OF THE *Lists*

EST 1885  
AGENTS  
IN ALL THE  
PRINCIPAL  
CITIES

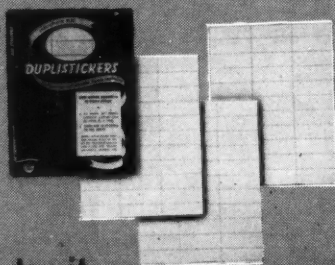
635 Avenue of the Americas, New York 11, N. Y.



# free!

## DUPLISTICKER

### sample sheet



try it  
before  
you buy it

used when **DUPLICATE**  
addressing is required

Duplistickers will simplify your Direct Mail addressing because you can make as many as

- 4 duplicate addresses on a typewriter
- 10 to 15 on a gelatin duplicating machine
- 50 or more on a liquid duplicating machine

And all with just **ONE TYPING.**

Can you figure out how you can cut your addressing costs any easier? Order from your stationer, or if you wish, try 'em before you buy 'em. Just clip and mail coupon below.

Regular package 825 labels—only **50¢**

# EUREKA

EUREKA SPECIALTY PRINTING CO.  
Stationery Division Dept. G  
Scranton, Pa.

Please send me a **FREE** sample package of Eureka Duplistickers.

Name.....

Address.....

City.....State.....



## Playing

# POST OFFICE

By: **EDWARD N. MAYER, JR.**

There hasn't been too much activity on the Postal Rate front during the past month. Since March 24th when Postmaster General Donaldson presented his recommendations for rate increases, although there have been many meetings of the House Post Office and Civil Service Committee, there hasn't been any definite action taken by its members.

And the probability is that there won't be at this Session. However, we still want to hedge . . . if Congress goes home the end of June (as seems highly probable) there just isn't time for action . . . but if it stays in Session anything can . . . and probably will happen.

Nevertheless it is still our opinion (and the consensus of all Washington opinion) that if anything does happen to Postage Rates, it will be in the form of H. R. 3519 which is still tied up in the Rules Committee. Just for the record you might want to check some of the rates contained in that bill with the recommendations made by the Postmaster General.

H. R. 3519 holds the penny postal and private mailing card rate at 1¢ although the Postmaster General recommends (for the second year in a row) 2¢. Third class rates in both 3519 and the Postmaster General's recommendations call for 2¢ for the first 2 ounces of miscellaneous printed matter, but 3519 charges only 1¢ for each additional 2 ounces, while Mr. Donaldson asks for 2¢.

Bulk rates for miscellaneous printed matter in 3519 call for 14¢ per lb. with a minimum of 1¢ per piece, while the Postmaster asks for 16¢ per lb. with a 1½¢ minimum.

Both 3519 and the Postmaster General agree on all the recommended increases for the "24 page" rate except that he asks for a 1½¢ minimum while the bill is satisfied with the present 1¢ rate and calls for no change.

*All in all, in spite of the people who are shouting the doom of the use of Direct Mail because of increased Postage Rates . . . we don't think the picture looks too gloomy!*

But there are other straws in the Postal Rate wind that even with an early adjournment of Congress in the offing . . . bear careful watching.

Representative St. George of New York, a member of the House Post Office and Civil Service Committee, has introduced a new bill, H. R. 5846, creating a Board of Postal Rates and Fees in the Post Office Department. This is a substitute for her earlier measure, H. R. 4953, which the D.M.A.A. and others opposed at hearings held by the House Committee.

The purpose of this legislation is to establish a Board consisting of three members, who are to be given the responsibility of studying postal rates and submitting recommendations on January 3rd of each year to Congress. Congress may, according to H. R. 5846, nullify the Board's recommendations, but in the event that Congress does not act by April 1 the recommendations are then sent to the President, who may approve or disapprove as he sees fit. However, should he fail to disapprove them within ten days, the rate recommendations by the Board become effective July 1.

Although the bill is so drafted as to meet some of the objections raised by the D.M.A.A. against H. R. 4953, we can find no reason for changing our view in regard to the proposed board and still do not favor the new bill.

We believe that the Post Office Department officials are fully competent to determine such rate revisions as may be necessary. We also believe that the House and Senate



Post Office Committees are competent to handle postal legislation.

Finally, we're just as opposed to the possibility of legislation by negation as we ever were. There is definite danger in any statute that permits new rates merely because Congress takes no action whatever!

As this is written the bill is still tied up in the Post Office Committee. Whether it will be reported out and passed is open to question . . . however, if you agree with the feeling of the D.M.A.A. about this bill, we suggest you tell your Congressman about it.

If you're looking for a handy little booklet containing accurate Postal Information and Rates . . . write to the Envelope Manufacturers Association of America at 521 Fifth Avenue, New York 17, N. Y. and ask for a copy of "Manual of Postal Information". *It's well worth having in your desk!*

Here's an item from a recent issue of the Postal Bulletin that should be read carefully and remembered:

#### Preparation of Address Labels and Tags

Attention is again called to the fact that address labels, tags, etc., are being used for mailing purposes, although they are not properly prepared for such use.

Many labels and tags have the return card of the sender printed across the lower portion, where the name and address of the addressee should be and where postal employees are accustomed to look for them. Experience has shown that this practice causes confusion in the mails. Matter bearing such labels or tags, after dispatch from the office of mailing, is frequently returned to the sender instead of being transmitted to the addressee. The return card is often printed in such large bold-face type that it attracts more attention than the name and address of the addressee, and this also causes confusion.

In addition to the foregoing, many labels and tags bear so much coloring matter that they contravene the provisions of paragraph 3, Section 585, Postal Laws and Regulations, which contemplates that the name and address of the addressee shall not be obstructed by extraneous matter and

that space shall be reserved for directions for forwarding, return, etc.

Postmasters should advise mailers, as well as the manufacturers and printers of tags, labels, etc., of the foregoing and invite attention to the model form of return card, address, etc., appearing on page 41 of the July 1947 Postal Guide, part 1. At the same time it should be suggested that tags, labels, etc., prepared in future for mailing purposes be so arranged that the name and address of the addressee will be more conspicuous than the return card of the sender and the latter will appear in the upper left corner together with the pledge guaranteeing payment of return postage. Cooperation in this respect will redound to the mutual advantage of the mailers and the Postal Service.

*Sign of the  
Times Department*

Effective April 5th, in a move to save money, Post Offices of the first class discontinued taking receipts for special delivery mail eliminating the use of Form 3951. Looks like a good idea . . . but only one of a great many that could be instigated to help cut the waste in Postal Operations.

**mailing lists are susceptible to ARTERIOSCLEROSIS**

## YES---*Hardening of the Arteries*

**ALL** people who have built a sound list of customers and prospects **KNOW** that their list is the Lifeblood of their business.

**YET** too many lists are ailing and decrepit, sloppy in maintenance and old fashioned and costly in operation. **YES** **HARDENING OF THE ARTERIES.**

Smart list owners know that a sloppy list works under a tremendous costly handicap—expensive addressing, wrong address, wrong name, no such city, illegible address, wrong spelling, undeliverable

—undeliverable—undeliverable. Loss of paper—loss of printing—loss of addressing—loss of postage. What a waste of money!

**WE ARE EXPERIENCED DOCTORS TO AILING LISTS—SPECIALISTS IN IMPROVING LIST CIRCULATION—REJUVENATORS WHO WILL NOT ONLY IMPROVE THE HEALTH OF YOUR LIST BUT CAN ALSO MAKE YOUR LIST WORK MORE ECONOMICALLY FOR YOU.**

Use Modern List Methods—Change over from old fashioned card, label or sheet lists. Let us put your mailing list on metal stencils. We'll treat it with the loving care it deserves. We'll proofread it with an eagle eye. We'll weed out the bad boys—the ones that waste your money and

reduce the percentage of your returns. We'll file it meticulously (alphabetically or geographically) and we'll give you back a good clean list . . . sound at heart, strong on the long pull and easy on your pocket book.

Believe us—You'll not only save money on the operation of your list—you'll make more money using it. Our long list of good clients will testify that we have the **KNOW HOW** and that we have helped them save money. We'll do the same for you if you use the coupon attached.

**CIRCULATION ASSOCIATES**  
1745 BROADWAY NEW YORK 19, N. Y.

CIRCULATION ASSOCIATES  
1745 Broadway, New York 19, N. Y.

We ain't averse to saving money . . . But we've got to be shown. I'll talk to one of your executives about it.

COMPANY

NAME

ADDRESS

## The MASON MAILMASTER..



No Wrapping—No Tying,  
65 sizes—1,000,000 boxes in  
stock for immediate delivery.  
—Send for Catalogue.

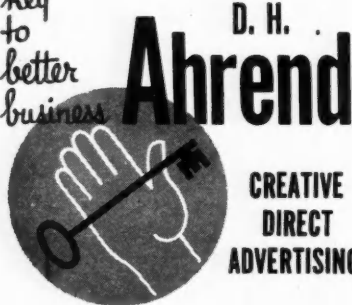
**THE**  
**Mason**  
**BOX COMPANY**

Main Office New York Office  
Attleboro Falls, Mass. 175 Fifth Ave.

Factories: Attleboro Falls and Taunton, Mass.

**MANUFACTURERS OF A COMPLETE LINE  
OF SET-UP BOXES**

the  
key  
to  
better  
business



AHREND clients benefit — at  
no greater cost — from 55  
years of merchandising-by-  
mail experience; have won  
29 National Awards in the  
past four years!

For ideas, production and  
mailing of promotion that  
pays, consult THE FIRM WITH  
THE HABIT OF SUCCESS!

**D. H. AHREND CO.**  
333 E. 44th St., N. Y. 17, MU 4-3411

## BRUSH OFF YOUR WELCOME MAT

Salesmen are given a royal welcome when they walk into the offices of the Superior Coach Corporation, Lima, Ohio.

While waiting in the reception room, they are given a booklet, 4½" x 6", titled "Here's a Hearty Welcome . . . from a 25-year-old host".

Printed in magenta and black, it gives, in 8 pages, the history of the company, the names of all executives and their positions, and how to get to and from the company via train, plane and car. The booklet was prepared by Howard Swink Advertising Agency, 372 East Center Street, Marion, Ohio.

Second page surely puts everyone in a friendly mood. In color at top . . . "We're glad you're here . . .".

And then it continues:

We've checked up on the welcome mat and found it good as ever! After a quarter century in business, we still find pleasure in greeting old friends and making new ones.

The person you want to see has been told that you're waiting, and he will see you just as soon as possible. If you can't wait, the receptionist will be glad to take any message you might have and see that it is delivered accurately and promptly.

The office hours shown below may save you time on your next visit here. We like to use the first and last hours of the day for detail work, so that it will help us both if you will schedule your calls between the hours of 9 a. m. and 12 noon, or 1:30 p. m. and 4 p. m. If you just can't do that in every instance, we'll do our very best to see you anyhow. Regardless of the time you arrive, we'll try to make your

wait just as short as possible. And during the interview we'll try our best to give you a definite decision at once to save time for both of us.

Yes, we're glad you're here! We realize that we need you just as much as you need us. We can promise that we'll do everything within reason to make your visit pleasant.

More people should acquire this friendly attitude toward salesmen . . . and less of this "Sorry, Mr. Jones isn't in."

## MORE ABOUT THE FIN 'N FEATHER LETTER

In the March issue (page 33) we reprinted a "Dear Escapist" letter sent out by the Fin 'n Feather Farm, RFD 1, Dundee, Illinois to sell smoked turkeys. Several people wanted to find out the name of the author. We finally uncovered it. She is . . . Dorothy Parker, vice president and copy chief, Robert F. Branch, Inc., 730 Fifth Avenue, New York 19, N. Y.

## SHE'S LOVELY . . . SHE'S ENGAGED . . .

Yaring's, Austin, Texas recently sent out a letter to 1500 members and pledges of the various sororities at the University of Texas . . . and it

## THANK YOU . . .

Willa Maddern Lew Kleid James Mosely  
Ed Proctor Arthur Karl George Bryant  
C. H. Youngren D-R Special List Bureau

for your co-operation and confidence

Eli Kogos, for

Headquarters for profit-making lists

45 ASTOR PLACE

GRamercy 7-5169

NEW YORK 3, N. Y.

**Industrial  
List Bureau**

THE REPORTER OF DIRECT MAIL ADVERTISING

was a honey. Letterhead was smart but simple, with just the word Yaring's in gold. Then the letter . . .

Did you know, Miss Jones, that

We're engaged.....

(gadget imitation engagement ring inserted here in die-cut slot)

Well, sort of, that is.....

Engaged in a scheme to make you more beautiful than ever before. You see, just last week we returned from the most important fashion centers in the U. S.—romantic California and sophisticated New York. We took the best styles they had to offer—if we hadn't, we wouldn't dream of sending you this letter.

You'll find that our spring clothes are springier—our skirts are swishier—our formals are frillier—than EVER before—and our cottons are just plain cute.

Now that you know our story, why not drop in and see for yourself. Our personnel is very gracious, and we welcome you wholeheartedly — at YARING'S — where else?

Sincerely,

YARING'S  
Nancy Carlson,  
Fashion Stylist.

. . . the address is five-o-six Congress . . .

The ring was really a fine reproduction . . . did not look cheap.

We got in touch with Leon Schmidt down Texas way and asked him about the letter. Here's his answer:

We are glad that you liked the engagement ring letter. It was composed by Mrs. Margaret Fehrenkamp of this organization. The response was excellent, both direct and indirect. It created a lot of excitement in the sororities and on the campus generally.

As a fad many of the girls started wearing the ring to class. The letter was purposely mailed the day before April Fool's Day, even though this factor had no bearing whatsoever on the basic letter. It was felt that the effect of the letter would be accentuated by timing it thusly.

Offhand, I would say there was about a 25% response on this letter—the best we have ever had. The letter brought many girls into the store, some of whom had never been in before. Also we noticed a definite increase in charge account applications from University students. Many came in merely to comment on the letter, and of course many came in to review various garments. A couple of girls said they were putting the letter in their scrapbook, which we felt was quite a compliment.

It might be interesting to note that Mrs. Fehrenkamp is not a regular member of our advertising staff. Her letter and her idea was selected from the many that were submitted when we asked all members of the office and advertising department for suggestions on a letter to sorority members.

Again many thanks for your fine comment.

Which proves again that all the brains are not always in the Advertising Department. It pays to ask for ideas from the rank and file employees who may be closer to the selling picture.

## SOME RED FACES

Last month we reported on a nice job of correcting by Tyn Cobb's

Florida Press of Orlando, Florida. Just received a reprint of an ad that was run in Dallas and Fort Worth newspapers . . . again taking advantage of an embarrassing situation. And the reprints were used for Direct Mail to important contacts. Under a heading "Our New Look is a VERY RED FACE", and captioned photos of the two cities involved, the ad continues . . .

But we called the one at the left Dallas! We know the difference now and you may be sure we will never forget it.

## Let PLASTIPLATE\* Stop Your

## Humidity Troubles!

\*Trademark

### Send Coupon Now for FREE Samples!

Remington Rand's Plastiplate stops humidity troubles in photographic offset duplication! The "no grain" plastic surface anchors the

image and prevents it from "walking off," while the sturdy, plastic-impregnated base stock is impervious to water and humidity.

Thus you'll have no scumming, stretching or "wash out" problems.

Too, the "no grain" surface gives you the sharpest possible line work, plus brilliant half-tones of amazing contrast and depth.

Direct Image Plastiplates are easily illustrated and give you consistently better corrections that hold up for long runs of top-quality copies.

To prove Plastiplate's superiority, we will send you 3 free plates—either Photographic or Direct Image.

Let Plastiplate stop your hot weather humidity troubles. Get your FREE Plastiplates by sending the coupon now.

### Why Plastiplate is BETTER



Plastiplate's "no grain" surface (1) resembles lithographic stone. With it, you reproduce all the dots in a half-tone, and also make Direct Image corrections that are non-detectable because they do not penetrate the water-and-grease receptive plastic coating (2). The sturdy plastic-impregnated base-stock (3) prevents any stretching or "curl up" because it is impervious to water.

Cheaper than metal, more dependable than paper—Better than Both!

## Remington Rand

Duplicator Supplies Division  
2A Main St., Bridgeport 1, Conn.

Firm Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Signed by \_\_\_\_\_

☐ Send me without charge 3 Photographic Plastiplates.  
☐ Send me without charge 3 Direct Image Plastiplates.  
I use a \_\_\_\_\_ typewriter and a ribbon of \_\_\_\_\_  
☐ cloth fabric ☐ carbon paper My offset machine is a \_\_\_\_\_ Model No. \_\_\_\_\_



"Dear Sir: Seldom are we able to offer such an amazing value in full-length, red-flannel underwear."

## Are you reaching the right people, FOR YOU?

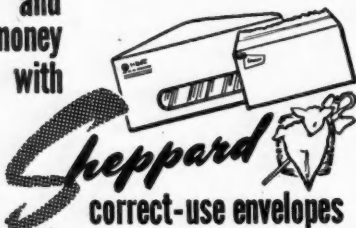
For your next mail promotion, consider trying a carefully chosen list of the **RIGHT** people for you . . . not just names, but folks *known* to be buyers of products or services similar to yours. We can locate such a list for you . . . among over 2,000 privately owned lists registered with us and being added to all the time. They're available on a low-rate rental basis. Tell us what you're selling and we'll make suggestions without obligation.

**D-R SPECIAL LIST BUREAU**  
(DIVISION OF DICKIE-RAYMOND, INC.)  
80 Broad Street Boston 10, Mass.



Be equipped for the job — and when it's a job requiring an envelope specify **SHEPPARD ENVELOPES**. You make your choice from the broad Sheppard line — for there is a Sheppard envelope for every mailing need — and **SHEPPARD** means **QUALITY**. Further, if you have a special envelope problem, let Sheppard help you solve it — from stock or by special design to fit your needs. Write dept. 34.

save  
time  
and  
money  
with



Mfd. by **SHEPPARD ENVELOPE COMPANY**  
One Envelope Terrace, Worcester 4, Mass.  
N. Y. Office: 25 East 26th St., N. Y. 10, N. Y.  
Phone: MUrray Hill 3-8160-61

The error occurred in the March 15 edition of the Missouri Pacific News Reel where we reproduced the page about Dallas that appears in our current timetable folder. We had everything right in the timetable but our printer mislaid one of the pictures—the aerial view of Dallas. We substituted another picture from our collection of Dallas photographs—but the substitute was an aerial view of Fort Worth. We wish we knew how it got there!

Dallas is proud of her impressive skyline . . . Fort Worth is equally proud of her own . . . We are proud that we are privileged to serve both these great Texas cities.

We confess our mistake to Dallas and Fort Worth and will try to make amends by our continued efforts to provide them both with the best possible transportation service.

Darned good public relations by Missouri Pacific.

## GOOD DIRECT MAIL ADVICE

The Armstrong Cork Company of Lancaster, Pennsylvania certainly is doing a good job giving its Acoustical Contractors ideas on how to sell Armstrong's Cushiontone sound-proofing.

In an 8½" x 11½" cerlox bound booklet entitled "Extra Profits from Promotion—A Guide For Armstrong Acoustical Contractors" . . . there is plenty of good sound advice that the contractor can use to increase sales. The three media of advertising that most acoustical contractors have found profitable are Direct Mail, tele-

phone directory and newspaper advertising. The booklet is separated into these three categories.

Twenty sample letters are enclosed in the Direct Mail section and they are all good . . . short and don't violate any formulas. Offices, restaurants, hospitals and schools . . . each allotted five sample letters. Some good advice prefaces the Direct Mail section, and it bears repeating again in **THE REPORTER**.

1. Keep them short, stimulate interest —don't tell the whole story (Ed. Note: for getting inquiries, not orders)
2. Talk in terms of the prospect's interest
3. Be specific
4. Make it easy for the prospect to reply and offer further information without obligation

Acoustical contractors of Armstrong are lucky to be getting such usable and profitable advice from their company. Such cooperation increases returns for all.

## ASKING A MOUTHFUL

A professor of business English for a midwestern school of business has been sending a form letter to paper manufacturers and others in the Direct Mail business. In his introduction he says that his students have been asking questions for which he cannot find satisfactory explanations

The Reporter's Personal Corner:

## Life & Death

**BORN:** March 27, 1948 . . . blonde, be-u-tiful June Elizabeth Hoke, daughter of Ensign and Mrs. Charles Hearn Hoke at Virginia Beach, Virginia . . . grandchild (the 3rd) of *this reporter*. The world moves on.

**DIED:** Sunday, April 18, 1948 . . . a wonderful letter writer. Simple, understandable, modest letters. He wrote at least once a week without fail to *this reporter* since about 1912. More than two thousand personal, human, senti-

mental or hard-boiled letters. The most avid reader of **THE REPORTER**. Every word! Kindly in his criticism. Loud and repetitious in his praise. My father, Charles E. Hoke, aged 86, the last of eight brothers. Sleeps in Chambersburg, Pennsylvania with the rest of the spirits of an old family. The line is ended.

If this issue of **THE REPORTER** is stumbling, or something . . . you'll know the reasons why.



in text books. Here are the questions he wants answered:

What do you consider the best grade or weight of paper upon which you type business letters? (Also, why are the rag content papers generally considered better than sulphite papers?)

Does colored paper create a more desirable effect on people than white paper? (Does the taste of the two sexes differ as to their preference to color?)

What is considered the best envelope for the modern business letter?

Are there any marked trends today in the use of different sizes, kinds, or colors of paper for business letter writing?

In addition to the quality or color of the paper, what are other points about a letter which create a good or bad impression when one first glances at it?

Anyone wanting to write a complete and impartial answer would necessarily have to write a text book.

There isn't any such thing as the "best grade or weight of paper." Each individual case may be different. Who knows the actual effect of color? Needs experimenting. There isn't any such thing as "the best envelope," although the No. 9 or No. 10 seems

to get the speediest handling from the Post Office. Each individual business must decide on the size, or the color, or the design for its business letters. The important point is that each letter should be dressed to give a good impression of the company behind it.

Impression is a matter of good taste.

Any other answers?

## ATTENTION: ALL H.M. EDITORS

Here's an item that should be studied by all house magazine editors and industrial public relations men. Recently completed by the Merchants and Manufacturers Association for Better Employment Relations in Los Angeles, California an eight page survey analysis of 50 L. A. employee

publications. The material studied ranged from single mimeographed sheets to slick magazines of 32 pages.

No try was made to judge editorial quality . . . just editorial selection of material.

One publication indicated the following points of readership interest in this order:

1. Personal interest in himself
2. Interest in other people . . . relatives, friends, etc.
3. Peace of mind, safety, health and security (this includes company policies which affect working conditions and pay checks)
4. Events and activities which parallel those in which the reader is interested
5. Learning how to do the things he wants to do or must do
6. Things about basic human instincts and emotions

The magazines are broken down into six "size" categories and each grouping is analyzed for content. It is surprising to note that 20 (out of 20) of the more elaborate produc-

## Vari-Typer Writes with Print Types

- *Right in your office by your office typist.*
- OPERATES LIKE A TYPEWRITER.
- Changes type styles instantaneously.
- A DIFFERENT STYLE TYPE FOR EVERY PURPOSE.

### In 300 Neat Styles and Sizes

Vari-Typed master copy or stencils give clean, black, sharp results. Right and left margins squared — words and characters properly spaced — ready for instant duplication by mimeograph, hectograph, offset, direct-to-plate, photostat or blue-print. Many firms say Vari-Typer has saved them up to 80% on costs! Send for Booklet No. 012. Demonstration arranged to suit you.



**RALPH C. COXHEAD CORP.**

333 Avenue of the Americas  
New York 14, N.Y.

## SAWDON SELF-MAILERS

THE 4-IN-1 UNIT FOR EVERY DIRECT MAIL USE

OUTGOING ENVELOPE, SALES LETTER,  
ORDER OR REMITTANCE FORM,  
RETURN ENVELOPE.

DELIVERED PRINTED, FOLDED, AND SEALED;  
READY FOR ADDRESSING.

WRITE FOR SAMPLES AND INFORMATION

The Sawdon Company, Inc.  
480 Lexington Ave., New York 17, N.Y.



**FREE!** Increase readership of your ads with LIFE-like EYE-CATCHER photos. Used by biggest advertisers. Nothing like them anywhere. 100 new subjects monthly. Low Cost Mat or Glossy Print plan. Write for new FREE proofs No. 112. No obligations.

EYE-CATCHERS, Inc.

10 East 38th St.

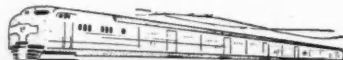
New York 16

## MAGIC WORDS

That Sell by Mail

Let us put to work for you certain "magic" words that get maximum orders for meritorious products. We are a fully recognized advertising agency with a staff of top-flight mail order specialists. Established 1926.

ARTWIL COMPANY, Advertising  
24-R West 48th St., New York 19, New York  
Plaza 7-1355



## A Trainload of.. LETTERHEADS

... That's a Day's job for us!

Our mass production method of producing Lithographed Letterheads, means tremendous volume on huge presses. This means you can now buy the highest class lithographed letterheads in quantities at

### LOWEST PRICES

We've produced billions of letterheads as well as circulars and other mailing pieces at low cost—many for out-of-town buyers we've never seen. We can save money for you, too.

### SEND SAMPLE LETTERHEAD

Let our "Letterhead Clinic" design a new letterhead for you. Or redesign and modernize your present letterhead. No cost or obligation. This service is free to introduce our low-cost Letterhead Service to new customers.

### FREE LETTERHEAD PORTFOLIO

Mail coupon today and we'll also send big Portfolio of "Modern Letterheads" that shows how you can get beautifully lithographed letterheads at lowest prices in U. S. Do this NOW before you forget.

Universal Lithographing Co.  
4305 Diversey Blvd., Dept. 44, CHICAGO, ILL.

#### UNIVERSAL LITHOGRAPHING CO.

4305 Diversey Blvd., Dept. 44, Chicago, Ill.  
Without cost or obligation to me or my company, please send new letterhead design, 1948 reprints of "MODERN LETTERHEADS" and Special Quantity Prices as low as \$2.25 per M letterheads.

NAME .....  
COMPANY .....  
ADDRESS .....  
CITY ..... ZONE...STATE.....

tions carried no stories of company policy or of actual production practices. One discussed a company report on finances . . . not one carried gossip. Of the entire group of 50 magazines, 17 publications carried no employee social and athletic news.

Frankness is emphasized as a key-stone of any information policy. G. E. Moredock, Jr. of International Harvester sums it up . . . "If we do not tell the truth we will not be believed, and if we are not believed we are wasting our time."

The Survey goes on to explain that the house organ reaches the employee at a very important and receptive time . . . his private life away from his job. It is then that he meets and talks with his associates, his pastor and friends . . . all influential in that they affect public opinion. It is also the time that the employee is confronted with the relentless propaganda circulated by those who try to stir unrest between labor and management . . . to break the faith of the entire function of private competitive business.

letterhead, with the following copy in very well simulated handwriting:

Dear Friend:

Thought you'd be interested in the enclosed since this station is right in your neighborhood. We stopped there for service before driving here—and they did one swell job of preparing my car for the trip. It's purring like a six-week's old kitten.

BILL.

Attached . . . a simulated clipping from a magazine which is really a specially printed and die cut piece to give the impression of being torn from a magazine.

There's a picture of one of the Gulf Stations with a seven line description of its service as a caption under the picture. Name and address of the station appears on top line. The other six lines could apply to any other similar station. Campaign is being handled for many dealers. Lists are separated. Pictures and top caption line are changed for each dealer. We'd say . . . it is smart promoting.

## 33 1/3% RESPONSE

Here's a letter which is pulling better than 33 1/3 percent response from newly opened stores in the women's ready-to-wear line . . . according to Larry Hoffman of Reba Martin, Inc., 145 West 45th Street, New York 19, N. Y.

Can you use a  
"S P A R E"  
advertising department?

You can depend on us for clever, colorful promotional material just when you need it—with never a charge for "service!"

## CLEVER INDIVIDUALIZING

The Gulf Oil Corporation, 17 Battery Place, New York 4, N. Y. is currently using a clever individualizing stunt. Made a good impression on the folks who showed us samples. Mailing arrives in a Hotel New Yorker envelope. Hand addressed. Inside a 6" x 9" Hotel New Yorker



## 50 years of fine envelopes . . .

Remember how distinguished grand-dad looked in his top hat, swallow tail coat, and ascot tie . . . he had style. In envelopes, too, it's the style that counts. For fifty years now Cupples has been manufacturing distinctively designed envelopes . . . we have injected them with personal appeal to suit the individual taste of the consumer.

**CUPPLES ENVELOPE CO., INC.**  
360 Furman St., B'klyn 2, N. Y.

THE REPORTER OF DIRECT MAIL ADVERTISING



Hundreds of good stores all over the country use our post-cards for their customer-mailing lists and to enclose with statements each month . . . they use our two-column newspaper mats and our brilliantly-colored window posters . . .

And our customers know that any design—post card, window card or newspaper mat—is sold to just one store in a city! And at prices so low that they can be consistently used for increasing sales, attracting new customers, building good will and prestige . . .

This service is yours for the asking. No "contracts"—no advance orders—"no nothin'!" We will place your name on our list to get POSTSCRIPTS each month, free of charge. Look over the material in it—order what you want—pay for what you get.

Just tell us whom to address or, better still, send that information along with your opening order for some of the swell material shown in this copy of POSTSCRIPTS.

Cordially yours,

(Signed) Lawrence K. Hoffman, Pres.

REBA MARTIN, Inc.

## LOOKING FOR THAT ELUSIVE IDEA?



Postscripts (four page 8½" x 11") tells about new mailing, counter and window cards. Inside spread reproduces miniatures of designs. Sample cards enclosed. Martin organization has specialized for years in hand-tinted promotional material for small retailers. And very successfully!

## "MIMEOGRAPH" IS NOW A PUBLIC WORD

Under a "consent decree," signed March 25, the A. B. Dick Company, Chicago, inventors of the stencil duplicator and pioneers of the duplicating process under the trade-mark "Mimeograph," relinquishes the exclusive right to that name and must dedicate it to the public six months from the date of the decree.

According to an announcement just made by Albert B. Dick, III, president, the company's products will now be known as "A. B. Dick Mimeographs," "A. B. Dick Mimeograph stencil sheets," and "A. B. Dick Mimeograph supplies," rather than by the trade-mark "Mimeograph" alone.

A. B. Dick Company retains full trade-mark rights to its other registered trade-marks including "Mimeotype," which has been used for its top quality stencil sheets, and "Mimeoscope," which designates its illuminated drawing board.

The word "Mimeograph" was coined by A. B. Dick, Sr., inventor of the stencil duplicator and founder of the company, over sixty years ago.

THE REPORTER is packed every month with ideas and suggestions that can be adapted to any business.

If you are not a regular reader . . . get on the subscription list and let the ideas passed along in each month's issue go to work for you.

Facts, ideas, new developments are highlighted in brief, easy-to-read reports. If you use the mails for influencing people . . . it will pay you to keep up to date by reading *The Reporter* regularly.

Rate: 1 year, \$3.00 2 years, \$5.00

## THE REPORTER

17 East 42nd Street, New York 17, N. Y.

## PENCILPRINT

MEMO FROM  
ED WARD

The message  
you write on a  
pencil memo  
will be read.  
E.W.

PENCILPRINT looks like actual  
Pencil. Has many applications for  
your Direct Mail. Ask for samples.

**Century Letter Co., Inc.**

48 East 21st Street New York 10, N. Y.

## AT LAST! A complete book on offset duplicators OFFSET DUPLICATOR TECHNIQUES

By Richard F. Caruzzi

Profusely illustrated. Clearly written text on what you can and cannot do. Seven-teen Chapters, over 100 illustrations.

1. What is Offset?
2. Line Drawings
3. The Halftone
4. Combination Plate
5. Color in Offset
6. Offset Chemistry
7. Negatives
8. Plates
9. Paper and Binding
10. Typography
11. Touch-Up Comps and Stats
12. Operating the Press
13. The Small Shop!
14. Equipment
15. Press Troubles
16. The Legal Angle
17. Glossary

Endorsed by reliable technicians  
\$3.50 per copy plus 25c handling

HAROLD L. TAYLOR INC., Publisher—A-8.  
101 Park Avenue, New York 17, N. Y.  
Send \_\_\_\_\_ copies, check or money order  
enclosed. OFFSET DUPLICATOR TECH-  
NIQUES.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**35,055**  
**INDUSTRIAL FIRMS**  
 EMPLOYING 50 OR MORE  
 WE WILL ADDRESS ALL OR PART  
**\$15.00 PER THOUSAND**  
**GUARANTEED**  
 INQUIRIES FROM BROKERS INVITED  
 MAIL ORDER DEPT.  
**GARFIELD'S** 15 W. 37th St., N. Y. 18  
 . . . LO 4-1800 . . .

**SAVE 33 1/3% ON**  
**ELLIOTT STENCILS**  
 and Addressograph Plates  
 We have 120M 9 line white  
 center Manila Elliott Stencils,  
 perfect condition. Price: de-  
 duct 33 1/3% from reg. Elliott  
 price for quantity bracket.  
 Prepaid. Also "F" Addresso-  
 graph Plates at 1/3 off.  
**FEDERAL IDENTIFICATION CO.**  
 1910 Classen, Okla. City, Okla.

## LIST PROBLEMS

If, as and when you have one consult  
 the old Missouri Mail Order Sage, the  
 Gotham Mailing List Wizard (even his  
 competitors admit it and call him a  
 different name).

Send for our recommendations. Regis-  
 ter your lists with us.

A copy of Drey's Mailing List Visitor,  
 Free upon request.

**WALTER DREY**  
**List Broker**

566 Seventh Ave., New York 18, N. Y.  
 Tel. LO 5-7537

As Mr. Dick himself told the story,  
 he took two Greek roots, "mime,"  
 meaning "to copy," and "grapho,"  
 meaning "writing," and put together  
 a new word to identify his products.  
 In working out his invention, Mr.  
 Dick was aided by the suggestions of  
 the great inventor, Thomas A. Edison,  
 and in its early years, the first dupli-  
 cator was known as the "Edison-Dick  
 Mimeograph." Word-of-mouth adver-  
 tising produced the first few orders,  
 until the large-scale marketing possi-  
 bilities were recognized by Mr. Dick.  
 National advertising followed, until  
 the Mimeograph brand duplicator  
 became the best known duplicator on  
 the market and the brand itself  
 became, in fact, a "household word."

## TEACHING SALESMEN

R. L. Burpee, sales promotion  
 manager, Detroit Diesel Engine  
 Division, General Motors Corpora-  
 tion, Detroit 28, Michigan sends us  
 copies of two recently published book-  
 lets. They are 4 1/4" x 5 1/4", 8 page  
 pieces. First title, "In the Palm of  
 your Hand" . . . second, "Ask Again".  
 These booklets, together with others  
 which will be published soon, will be  
 sent at least monthly to all salesmen  
 throughout the United States who  
 are engaged in the selling of the  
 company's products.

The booklets are designed to teach  
 and improve salesmanship. The  
 second booklet is really tops. Every  
 page hammers on the importance of  
*asking for the order*. The intro-  
 ductory paragraph is important.

Salesmen sometimes need tips to help  
 them on the road to success. They need  
 to understand sales psychology. They need  
 good selling tools. But, most of all, they  
 need to know how to use the order blank.

The last page reads as follows:

Know your Product

ASK FOR THE ORDER

Tell the Truth

ASK FOR THE ORDER

Make many calls and always

ASK FOR THE ORDER

The page is designed so that with  
 each repetition of "ask for the order"  
 the type size is enlarged.

*Dena Kaplan*

## Compiled Lists Are Your NATURAL MARKETS

Specific TYPES of  
 names in specific  
 fields — the natural  
 prospects for your  
 product. Tell us  
 what you sell and  
 we will make defi-  
 nite recommenda-  
 tions for tests or  
 mailings.

**DENA KAPLAN**  
 521 Fifth Avenue  
 New York 17, N. Y.  
 Murray Hill 7-0539

When you  
 need a  
**BIRTH  
 LIST**

**Remember**  
**WM. F. RUPERT**  
 Compiler of national birth  
 lists EXCLUSIVELY for the  
 past fifty years.  
 90 Fifth Ave., New York 11  
 CH 2-3757

**OR**

Either you have no  
 new worlds to conquer,  
 or you would like to  
 find some. Either you  
 are self-sufficient, or  
 my idea - c o p y - a r t  
 service can help you.  
 Hanley Norins  
 THE FREE-LANCER  
 Rm. 701, 401 B'way  
 New York 13

## NO. 10 (4 1/8 x 9 1/2) POSTAGE SAVER ENVELOPES

PRINTED NAME AND ADDRESS  
 5M @ \$4.15/M — 10M @ \$4.00/M  
**ATOMIC ENVELOPE CO.**  
 Designers and Printers of Every Type of Envelope  
 125 E. 17th St., N. Y. 3, N. Y. GR. 3-7015

**FOR YOUR NEXT HIGH PERCENTAGE MAILING!**  
 85,000 Women Mail Order Customers, every  
 one having been secured by direct mail. 50%  
 sent cash with order. 80% are repeat buyers.  
 All are credit checked. List is clean and  
 zoned. It will produce better than average  
 results for YOU! Protected test mailings now  
 being scheduled. Write or wire for full  
 details . . . NOW!

**CENTRAL LIST BUREAU**  
 79 Fifth Avenue -- New York 3, N. Y.

**150,000 WOMEN**  
 interested exclusively in  
 glamorizing their appearance  
 and personality!

**An amazingly responsive  
 buyers' repeat market!**

List completely up-to-date.

Competition protection assured.

Also: 25,000 MEN'S NAMES

**BONOMO CULTURE INSTITUTE**  
 1841 Broadway Attention:  
 New York 23, N. Y. R. E. Gabel



# DIRECT MAIL DIRECTORY

LISTINGS ONE DOLLAR A LINE PER ISSUE, \$10.00 PER YEAR

## ADDRESSING & MAILING EQUIPMENT

All Purpose Metal Equipment Corp.....258 Mill St., Rochester 4, N. Y.

## ADDRESSING SERVICE

De Groot and Associates, Inc.....8729-78th St., Woodhaven 21, N. Y.  
Gardie's.....15 West 37th St., New York 18, N. Y.

## ADDRESSING-TRADE

Shapins Typing Service.....68-12 Roosevelt Avenue, Woodside, N. Y.

## ART, COPY & LAYOUT SERVICE

Hanley Norins.....Rm. 701, 401 Broadway, New York 13, N. Y.  
The Wexton Co.....425 West 57th St., New York 19, N. Y.

## BOOKS

Graphic Books, Inc.....17 East 42nd St., New York 17, N. Y.  
Harold L. Taylor, Inc.....101 Park Ave., New York 17, N. Y.

## DIRECT MAIL AGENCIES

D. H. Ahrend Company, Inc.....325 East 44th St., New York 17, N. Y.  
Artwil Company.....22 West 48th St., New York 19, N. Y.  
Will Burgess and Company.....386 Fourth Ave., New York 16, N. Y.  
Duffy & Fabry, Inc.....633 N. Water St., Milwaukee 2, Wis.  
Kent Associates, Inc.....30 Irving Place, New York 3, N. Y.  
Reply-O Products Company.....150 West 22nd St., New York 11, N. Y.  
Phillip I. Ross Company.....38 East 57th St., New York 22, N. Y.  
Tested Sales Producers, Inc.....131 West 53rd St., New York 19, N. Y.

## DIRECT MAIL TRAINING COURSE

Henry Hoke.....17 East 42nd St., New York 17, N. Y.

## ENGRAVERS

Pioneer-Moss, Inc.....460 West 34th St., New York 1, N. Y.

## ENVELOPES

Atlanta Envelope Company.....Post Office Box 1267, Atlanta 1, Ga.  
Atomic Envelope & Printing Co.....125 East 17th St., New York 3, N. Y.  
Cupples-Hesse Corp.....4175 N. Kingshighway Blvd., St. Louis 15, Mo.  
Samuel Cupples Envelope Co., Inc.....360 Furman St., Brooklyn 2, N. Y.  
Curtis 1000, Inc.....380 Capital Ave., Hartford 6, Conn.  
Direct Mail Envelope Co., Inc.....15 West 20th St., New York 11, N. Y.  
The Sawdon Company, Inc.....480 Lexington Ave., New York 17, N. Y.  
Shepard Envelope Company.....1 Envelope Terrace, Worcester 4, Mass.  
Tension Envelope Corporation.....345 Hudson St., New York 14, N. Y.  
United States Envelope Company.....Springfield 2, Massachusetts  
The Wolf Envelope Company.....1749-81 E. 22nd St., Cleveland 1, Ohio

## HAND COLORING

Reba Martin, Inc.....145 West 45th St., New York 19, N. Y.

## LETTER GADGETS

Hewig Company.....45 West 45th St., New York 19, N. Y.

## LETTERHEADS

Universal Lithographing Co.....4309 Diversey Ave., Chicago 11, Ill.

## MAIL ADDRESSING STICKERS

Eureka Specialty Printing Co.....Scranton, Pa.

## MAIL ADVERTISING SERVICES

Advertisers Mailing Service.....915 Broadway, New York 10, N. Y.

## MAIL ADVERTISING SERVICES (Cont.)

Circulation Associates.....1745 Broadway, New York 19, N. Y.  
Graphic Letter Service.....62 West 47th St., New York 19, N. Y.  
Kent Associates, Inc.....30 Irving Place, New York 3, N. Y.  
H. Moye's.....Box 2888, Detroit 31, Michigan  
Woodington Mail Adv. Ser., Inc.....240 Suburban Sta. Bldg., Phila. 3, Pa.

## MAILING BOXES & CONTAINERS

The Mason Box Company.....Attleboro Falls, Mass.

## MAILING LISTS

Bonomo Culture Institute.....1841 Broadway, New York 23, N. Y.  
Central List Bureau.....79 Fifth Ave., New York 3, N. Y.  
D-R Special List Bureau.....80 Broad St., Boston 10, Mass.  
Walter Drey.....566-7th Ave., New York 18, N. Y.  
Industrial List Bureau.....45 Astor Place, New York 3, N. Y.  
Dena Kaplan.....145 East 53rd St., New York 22, N. Y.  
J. R. Monty's Turf Fan Lists.....201 East 46th St., New York 17, N. Y.  
Mosely Selective List Service.....38 Newbury St., Boston 16, Mass.  
W. S. Ponton, Inc.....635 Avenue of the Americas, New York 11, N. Y.  
Reach-All Company.....141 Attorney St., New York 2, N. Y.  
Wm. F. Rupert.....90 Fifth Ave., New York 11, N. Y.

## METERED MAIL EQUIPMENT

Pitney-Bowes, Inc.....Stamford, Connecticut

## OFFSET PLATES & NEGATIVES

American Graphic Service.....350 Plane St., Newark 2, N. J.

## PAPER MANUFACTURERS

Hammermill Paper Company.....Erie, Pennsylvania  
International Paper Company.....220 East 42nd St., New York 17, N. Y.  
The Mead Corporation.....230 Park Ave., New York 17, N. Y.  
Strathmore Paper Company.....West Springfield, Massachusetts

## PHOTOGRAPHS

Eye Catchers, Inc.....10 East 38th St., New York 16, N. Y.

## PLATES & STENCILS

Remington Rand, Inc.....2 Main St., Bridgeport 1, Conn.

## POSTCARDS

Reba Martin Kolorcards.....145 West 45th St., New York 19, N. Y.

## PRINTERS & LITHOGRAPHERS

Century Letter Co., Inc.....48 East 21st St., New York 10, N. Y.  
Excello Press, Inc.....400 No. Homan Ave., Chicago 24, Ill.

## PRINTING EQUIPMENT

Davidson Mfg. Co.....1020 West Adams St., Chicago 7, Ill.

## THERMOGRAPHERS

Ahrendt, Inc.....333 Sixth Ave., New York 14, N. Y.

## TYPE FACES

American Type Founders Sales Corp.....Elizabeth, N. J.

## TYPEWRITERS

Vari-Typer.....333 Avenue of the Americas, New York 14, N. Y.

## VACATIONS

Happy Acres Vacation Club.....Middlefield 1, Conn.

## CLASSIFIED ADS

Rates, \$1.00 a line—minimum space, 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines.

## ADDRESSING

FROM OUR CUSTOMER LIST 120,000 direct mail buyers. Envelopes or gummed labels typewritten. Addressing \$10.00 per thousand. Minimum 2500. Address inquiries Box 150, Troy, Ohio.

## ADVERTISING AGENCIES

SELL YOUR PRODUCT BY MAIL with pulling direct selling ads in newspapers and magazines. Publishers' rates all publications. Martin Advertising Agency, 15P E. 40th St., New York 16, N. Y. Est. 1923.

## DIRECT MAIL LETTERS

LETTERS BY GEORGE! Really sell. Cost-plus plan insures better returns. Results guaranteed. Dartnell Better Letter Award winner '47. Geo. Feltner, Box 4207, So. Station, Denver 9, Colorado.

## FOR SALE

5 L. C. SMITH STENCIL CUTTING MACHINES. Series 2030000. Perfect condition. \$150 each. Tradetype, Inc., 24 South Grove St., Freeport, N. Y.

## FOR SALE

One 1700 Electric Addressograph Machine. One Multilith Twin Ark Lamp. One Model 66 Electric Multigraph, equipped with Friction Feed and three extra drums. One #650 Type Setter. Box 51, The Reporter, 17 E. 42nd St., New York 17.

## MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

## SALESMEN WANTED

ADVERTISING SALESMEN, residents Detroit, Philadelphia, Los Angeles, by top U.S.A. creator; producer women's retail ready-to-wear postcards, enclosures, window posters. No objection to non-conflicting line. Accounts, leads furnished. Commission basis. Fine opportunity. Reba Martin, Inc., 145 West 45th St., New York 19, N. Y.

## SITUATION WANTED

PRODUCTION MANAGER—Multigraph, Mimeograph, Addressograph Depts. 2 yrs. own letter shop. 30 yrs. exp. Age 44. Will work anywhere. B. Feinstein, 326-73rd St., North Bergen, N. J.

## SITUATION WANTED

SALES BUILDER FOR PRINTER OR DIRECT-ADVERTISING FIRM. I can sell top-quality creative printing and direct advertising at a profit. Unusual background in printing, selling, advertising, and supervision. If you're looking for such a man as general manager or for sales supervision, let's talk it over. Write Box 52, The Reporter, 17 E. 42nd St., New York 17.

## VARITYPING

LAUDER BROS. Day and Night Service. Walker 5-7931. 171 Bowery, New York 2, N. Y.

These were voted top as the sweetest three-word sentences in the English language:

1. I love you.
2. Dinner is served.
3. All is forgiven.
4. Sleep 'til noon.
5. Keep the change.
6. Here's that five.

And the saddest were:

1. External use only.
2. Buy me one.
3. Out of gas.
4. Dues not paid.
5. Funds not sufficient.
6. Rest in peace.

—from "the line" h.m. of Line Material Company, Milwaukee, Wisconsin.

# SHORT NOTES DEPARTMENT

(Continued from Page 5)

teacher, to her students, to their families. Then on last page the two pennies are tied in to show how much it costs to reach each Home Economist.

Another trick on similar lines . . . from Raymond Service, Inc., 160 Fifth Avenue, New York 10, N. Y., has on first fold . . . "I'm Good (½ cent orange stamp here), let me tell you about me . . ." Then goes on to explain how the U. S. Mail "can get into the best places . . . is fast . . . , etc." Three colors . . . black, blue, and an orange that exactly matches the color of the stamp. Sells Direct Mail and their own production services at the same time.

► **HENRY LEIFHEIT**, 149 Broadway, New York, N. Y., wants to buy a used car . . . and is trying in a unique way. He's sending a form letter to people who advertise their cars in the want ad sections of the newspapers . . . offering half cash and the other half a double value in lots he owns out in Long Island. Says he's not a dealer in Used Cars or Real Estate . . . but is going to give the car away to help a vet make a living. If there's no catch . . . it's a clever stunt.

► **DAVID KAPLAN**, for the past five years Advertising Manager of Ever Ready Label Corporation, New York City, has been appointed Director of Planning for Miller Advertising Agency, Inc., 310 West 57th Street, New York 19, N. Y. Dave has been doing a good job teaching Direct Mail at The City College of New York. Beautiful 4¼" x 6½" announcement folder with personal calling card attached to front with tab . . . told us of the change.

► **THE WINNERS** of the 12th Annual International Printing Ink Essay Contest were announced this month. Subject was "Printing and a Free Economy" . . . with plenty of latitude allowed on related topics. Walking off with the first prize of \$500 was 17-year-old Helen Spencer, a junior student at Fayetteville High School, Fayetteville, New York. Her dad is Dean of Syracuse University's School of Journalism. Must run in the family.

► **AROUND EASTERTIME**, the May Company of Cleveland mailed to inactive charge account customers a statement form overprinted in purple ink. In the section devoted usually to itemizing amounts owed . . . was a cartoon of a rabbit pointing to a hand-lettered message in an egg oval. Here is the copy:

"Here's a name we've missed lately and with Easter just around the corner early Easter shoppers have the pick of the exciting new 1948 fashions. Use your charge account and charge-plate."

Reporter readers who received sample thought it effective. Always pays to keep after inactive customers.

► **PETE BECKER** of Arrow Service (908 Twelfth Street, N.W., Washington 5, D. C.), creative printers, is injecting a little humor into printing solicitation. A recent folder has an aspirin tablet tipped to first page. Balance of copy on this page read:

GOOD MORNING!

Got a headache? Have an ASPIRIN!

Or, if your particular "headache" is due to difficulty in getting the KIND of printing service you want, WHEN you want it, at a REASONABLE price, you'll get equally quick relief by phoning . . .

Inside copy gave thumb-nail description of services offered.

► **RECENTLY WE RECEIVED A LETTER** from Louis Gould of Gospel Pencil Company (P. O. Box 38, Station K, New York 28, N. Y.) asking for some miscellaneous information. Inserted in a die-cut slot on his letterhead was a 1½" x 2¼" celluloid envelope (stamp, postmark, etc.) with title "God Answers Prayer" in place of address. On back "Postage Stamp Wallet." In answering Mr. Gould, we asked for a story on his use of the Postage Stamp Wallet, etc. Part of his reply:

I don't know a thing about direct selling except that I have actually sold millions of specialties entirely 100% through mail order.

But, I did spend almost 30 years at stamp licking to get the right formula for write selling.

We'd like to know more about the story. It starts well.

► **THE DMAA GLAMOR GIRL** has moved to another job. Alice Honore Drew, for the past five years advertising manager of TelAutograph Corporation, New York (last year chairman of DMAA Contest Committee), has been appointed director of advertising, Holtzer-Cabot Motors, Boston. She will make her headquarters at the 101 Park Avenue, New York office of the 73-year-old New England manufacturer of specialized electrical motors.

► **THE REPORTER STAFF ENJOYED**, as usual, hanging around the annual meeting of The National Paper Trade Association, at the Waldorf-Astoria, New York, April 5th to 7th. Among plenty of other things that happened, Richard A. Faulkner was reelected President of the Paper Makers' Advertising Associa-

tion. From what we heard, looks like paper is going to be easier to get in 1948. Backlog of orders is not as big as last year. Good news for all paper users . . . if not for the mills.

► **CORRECTION:** April Reporter gave details of huge American Legion Campaign to resell Democracy. Should have credited the Magill-Weinsheimer Company, 1320 South Wabash Avenue, Chicago 5, Illinois with the printing. Donnelley is handling the mailing details.

► **WHERE AND HOW** to obtain free, inexpensive and other types of lists of business firms is described in "Guide to American Business Directories," a comprehensive handbook just published by the Public Affairs Press, 2153 Florida Avenue, Washington 8, D. C. Prepared by Marjorie Davis, Business Information Specialist of the U. S. Department of Commerce, the Guide covers approximately 1800 lists in 100 different fields. The description of each list includes detailed data as to its character, frequency of issue, conditions of availability, etc. The price of the book is \$3.75.

► **YOUR REPORTER ATTENDED** an April 8 press meeting at which David Schulkind, president of E. P. Lawson Company, Inc., talked about his recent trip to South America. Printing plants are growing in size south of the equator. Eighty-five per cent of prewar printing equipment was German made. Big demand now for American made machinery and . . . our ideas.

► **THE STANDARD ENVELOPE** Manufacturing Company, 1600 East 30th Street, Cleveland 14, Ohio, is now marketing a "Jumbo" air mail envelope. Good idea. Large pieces, identified as air mail only by a rubber stamp or sticker do not always get the prompt and special attention to which they are entitled. The new "Jumbo" air mail envelope carries the red, white and blue parallelogram border. 9½" x 12" size. Tinted inside for opacity.

► **WE UNDERSTAND** that the American Automatic Typewriter Company (manufacturers of the Auto-typist) 610 North Carpenter Street, Chicago 22, Illinois will soon announce a revolutionary new machine. Will type date, name and address, salutation, text (the complete letter) all automatically. Only manual work involved . . . changing the letterhead. Applicable only where a fairly constant mailing list is used continuously and frequently.

## BUY BY MAIL

This reporter recently purchased some "practically hand-tailored" shirts from Rupert Rhodes, the New England mail order shirt maker in Chelmsford, Massachusetts. We liked the format and get-up of his mail order approach.

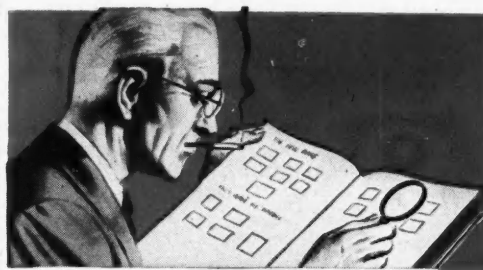
The shirts are fine. Good material and fit nicely. But we liked Rupert Rhodes' method of completing the transaction.

First, we received a penny postal card printed in brown ink and using the same designs which appeared on the original mailing piece. This was a "Thank You" card. Some days later the shirts arrived, neatly packaged. The shipping label was printed in the same brown ink with the familiar company-identifying sketches.

Inside the box a brown printed slip of paper gave a real point-of-purchase sales talk on the shirts. A few days later the invoice arrived, also printed in brown ink and with identifying sketches. The whole transaction was well handled and shows that someone used their head in planning, not only getting the original order, but in developing a satisfied customer. Which brings up another point.

Why don't more of us in this so-called Direct Mail business, make a practice of ordering more goods and services by mail? We ought to do it regularly, so that we will see how the other fellow is running his business. We got a lot of good ideas out of buying three shirts from Rupert Rhodes.

Just recently an old-time member of the DMAA, who thinks he is the world's best expert in his particular line, complained because his name was on so many mailing lists. Wondered how he could get his name removed. Said he never bought anything by mail since getting stuck on a pipe many years ago. And yet he brags about the wonderful pieces he creates and produces to sell his particular product. A little more modesty and much more inquisitiveness might help him do a better job.



## Collecting stamps may be great fun —



## but sticking same, sez me, is none!

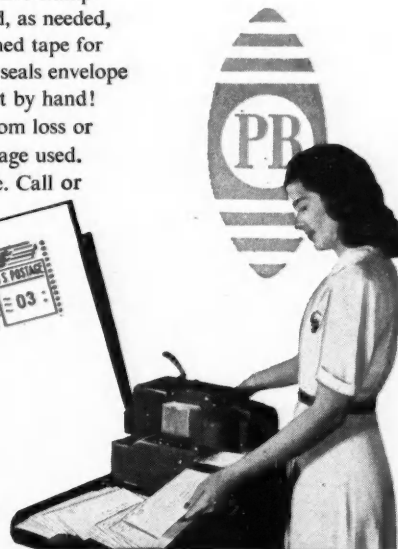
(1) Separate single stamp from sheet or strip . . .  
(2) hold it . . . (3) moisten . . . (4) place in position on envelope . . . (5) press so it sticks . . . Nothing to it!  
But mail fifty letters and you feel tired. Psychologists explain that meticulous motions with small objects require concentration and exact effort—tire most people quickly. Stamp sticking is actually one of those precision jobs better done by machines than people!  
The postage meter displaces the adhesive stamp . . . prints postage, in any amount needed, as needed, directly on the envelope . . . or on gummed tape for parcel post . . . also prints dated postmark, seals envelope . . . Faster, better than anybody can do it by hand!

Extra advantages: protects postage from loss or damage; automatically accounts for postage used.

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